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# Billings Area COC

For the Month of July 2018



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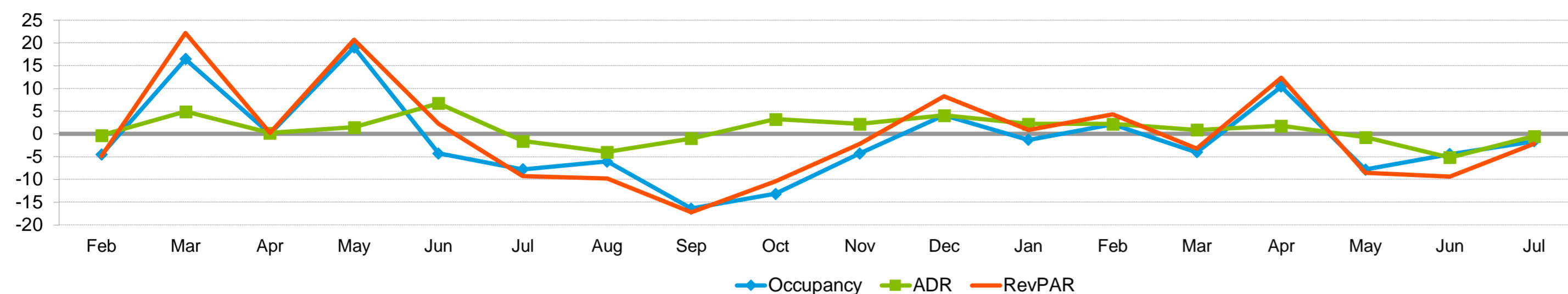
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Tab 2 - Trend Billings Area+

Currency: USD - US Dollar

Billings Area COC  
For the Month of July 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	48.5	58.3	61.6	74.0	72.8	70.2	72.2	59.5	51.4	44.3	40.3	36.8	49.5	56.0	68.0	68.2	69.5	69.0
Last Year	50.8	50.1	61.6	62.2	76.0	76.1	76.8	71.2	59.3	46.3	38.8	37.3	48.5	58.3	61.6	74.0	72.8	70.2
Percent Change	-4.6	16.4	0.0	19.0	-4.3	-7.8	-6.1	-16.4	-13.2	-4.3	4.1	-1.3	2.1	-4.0	10.4	-7.8	-4.4	-1.6

Year To Date	2016	2017	2018
	2016	59.4	60.5
2017	61.9	59.4	60.5
2018	-4.1	1.8	-1.4

Running 12 Months	2016	2017	2018
	2016	58.2	59.6
2017	62.0	58.2	59.6
2018	-6.0	2.4	-4.2

ADR	2017												2018					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	89.42	90.96	89.20	92.62	105.02	100.25	101.73	97.16	94.07	90.01	88.82	87.95	91.36	91.78	90.76	91.91	99.58	99.73
Last Year	89.72	86.71	89.03	91.27	98.39	101.88	105.94	98.13	91.14	88.08	85.36	86.04	89.42	90.96	89.20	92.62	105.02	100.25
Percent Change	-0.3	4.9	0.2	1.5	6.7	-1.6	-4.0	-1.0	3.2	2.2	4.0	2.2	2.2	0.9	1.8	-0.8	-5.2	-0.5

Year To Date	2016	2017	2018
	2016	92.86	94.36
2017	94.75	92.86	94.36
2018	-2.0	1.6	-0.5

Running 12 Months	2016	2017	2018
	2016	94.33	94.81
2017	94.50	94.33	94.81
2018	-0.2	0.5	-0.4

RevPAR	2017												2018					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	43.38	53.04	54.94	68.50	76.42	70.33	73.44	57.82	48.39	39.90	35.82	32.40	45.27	51.35	61.73	62.65	69.26	68.83
Last Year	45.62	43.42	54.82	56.73	74.80	77.52	81.42	69.85	54.00	40.79	33.08	32.12	43.38	53.04	54.94	68.50	76.42	70.33
Percent Change	-4.9	22.1	0.2	20.7	2.2	-9.3	-9.8	-17.2	-10.4	-2.2	8.3	0.9	4.3	-3.2	12.3	-8.5	-9.4	-2.1

Year To Date	2016	2017	2018
	2016	55.16	57.07
2017	58.68	55.16	57.07
2018	-6.0	3.5	-1.9

Running 12 Months	2016	2017	2018
	2016	54.92	56.49
2017	58.55	54.92	56.49
2018	-6.2	2.9	-4.5

Supply	2017												2018					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	135,492	150,009	145,140	149,978	145,140	149,978	149,978	145,140	149,978	145,140	149,978	149,978	135,464	149,978	145,140	149,978	145,110	149,947
Last Year	130,396	144,367	139,710	144,367	139,710	144,367	147,064	142,320	147,064	145,170	150,009	150,009	135,492	150,009	145,140	149,978	145,140	149,978
Percent Change	3.9	3.9	3.9	3.9	3.9	3.9	2.0	2.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date	2016	2017	2018
	2016	987,284	1,025,746
2017	979,094	987,284	1,025,746
2018	0.8	3.9	0.0

Running 12 Months	2016	2017	2018
	2016	1,699,805	1,757,373
2017	1,664,075	1,699,805	1,757,373
2018	2.1	3.4	0.5

Demand	2017												2018					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	65,738	87,467	89,402	110,923	105,623	105,211	108,274	86,372	77,150	64,341	60,479	55,246	67,122	83,921	98,709	102,234	100,923	103,486
Last Year	66,301	72,295	86,024	89,726	106,223	109,858	113,018	101,313	87,139	67,231	58,130	56,000	65,738	87,467	89,402	110,923	105,623	105,211
Percent Change	-0.8	21.0	3.9	23.6	-0.6	-4.2	-4.2	-14.7	-11.5	-4.3	4.0	-1.3	2.1	-4.1	10.4	-7.8	-4.4	-1.6

Year To Date	2016	2017	2018
	2016	586,518	620,364
2017	606,305	586,518	620,364
2018	-3.3	5.8	-1.4

Running 12 Months	2016	2017	2018
	2016	989,626	1,047,195
2017	1,031,063	989,626	1,047,195
2018	-4.0	5.8	-3.7

Revenue	2017												2018					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	5,878,240	7,955,810	7,974,606	10,273,410	11,092,137	10,547,342	11,014,722	8,391,880	7,257,763	5,791,639	5,371,756	4,858,747	6,131,939	7,701,930	8,959,079	9,396,535	10,050,090	10,320,591
Last Year	5,948,196	6,268,414	7,658,312	8,189,732	10,450,785	11,191,850	11,973,278	9,941,476	7,942,091	5,921,809	4,962,187	4,818,398	5,878,240	7,955,810	7,974,606	10,273,410	11,092,137	10,547,342
Percent Change	-1.2	26.9	4.1	25.4	6.1	-5.8	-8.0	-15.6	-8.6	-2.2	8.3	0.8	4.3	-3.2	12.3	-8.5	-9.4	-2.1

Year To Date	2016	2017	2018
	2016	54,462,198	58,539,943
2017	57,449,748	54,462,198	58,539,943
2018	-5.2	7.5	-1.9

Running 12 Months	2016	2017	2018
	2016	93,349,208	99,280,784
2017	97,431,707	93,349,208	99,280,784
2018	-4.2	6.4	-4.1

Census %	2017												2018					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
Census Rooms	4839	4839	4838	4838	4838	4838	4838	4838	4838	4838	4838	4838	4838	4838	4838	4837	4837	4837
% Rooms Participants	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	82.3	79.9

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# Tab 3 - Response Billings Area+

Billings Area COC

For the Month of July 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: July 2018

	Current Month - July 2018 vs July 2017												Year to Date - July 2018 vs July 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 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	73.6	73.7	133.44	130.84	98.17	96.43	-0.2	2.0	1.8	3.9	2.1	1.9	67.1	66.5	130.06	126.70	87.22	84.29	0.8	2.6	3.5	5.6	2.0	2.9	55764	33555	5261778	3902687
Montana	77.7	80.1	131.85	130.65	102.39	104.71	-3.1	0.9	-2.2	-0.8	1.5	-1.7	58.1	58.6	104.02	102.59	60.47	60.07	-0.7	1.4	0.7	1.7	1.0	0.3	483	228	31289	19543
Billings Area, MT+	69.0	70.2	99.73	100.25	68.83	70.33	-1.6	-0.5	-2.1	-2.1	-0.0	-1.6	59.6	60.5	93.88	94.36	55.99	57.07	-1.4	-0.5	-1.9	-1.9	-0.0	-1.4	54	36	4837	3866
Bismarck, ND+	61.3	64.7	89.25	91.46	54.71	59.19	-5.3	-2.4	-7.6	-7.6	-0.0	-5.3	54.7	67.0	89.63	89.59	48.99	60.05	-18.5	0.0	-18.4	-18.4	-0.0	-18.5	33	29	3119	2902
Boise, ID+	80.3	80.4	110.55	108.62	88.81	87.34	-0.1	1.8	1.7	9.7	7.8	7.7	72.7	74.8	109.35	104.97	79.46	78.53	-2.9	4.2	1.2	7.3	6.0	3.0	55	42	5746	4985
Bozeman, MT+	91.1	88.2	156.51	151.83	142.62	133.93	3.3	3.1	6.5	7.7	1.2	4.5	71.3	70.3	112.84	111.81	80.43	78.56	1.4	0.9	2.4	4.8	2.3	3.8	31	22	2425	1911
Great Falls, MT+	74.3	75.6	94.03	92.93	69.83	70.26	-1.8	1.2	-0.6	5.4	6.1	4.2	58.1	60.5	88.59	87.19	51.48	52.72	-3.9	1.6	-2.4	1.0	3.5	-0.6	30	20	2293	1941
Helena, MT+	73.7	77.1	102.15	99.24	75.26	76.52	-4.4	2.9	-1.6	4.4	6.2	1.5	59.7	63.6	98.53	95.24	58.85	60.56	-6.1	3.5	-2.8	-0.8	2.1	-4.1	20	17	1648	1411
Madison, WI+	74.4	72.3	119.32	114.17	88.72	82.55	2.8	4.5	7.5	9.9	2.3	5.2	64.2	64.9	114.42	112.52	73.50	73.02	-1.0	1.7	0.6	3.1	2.5	1.4	65	55	7431	6996
Missoula, MT+	85.7	90.6	127.95	121.10	109.62	109.73	-5.5	5.7	-0.1	-1.9	-1.8	-7.2	63.6	63.2	102.29	97.77	65.07	61.79	0.7	4.6	5.3	3.3	-1.9	-1.3	42	24	3101	2180
Rapid City, SD+	84.0	83.4	134.02	138.28	112.56	115.28	0.7	-3.1	-2.4	-0.2	2.2	2.9	54.3	56.1	96.22	98.46	52.28	55.22	-3.1	-2.3	-5.3	-3.3	2.2	-1.0	55	35	4758	3875
Sioux Falls, SD+	74.8	70.2	97.93	98.51	73.23	69.15	6.5	-0.6	5.9	8.3	2.3	9.0	61.6	61.7	91.85	92.46	56.59	57.02	-0.1	-0.7	-0.8	2.8	3.6	3.5	60	44	5183	4273

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