

Date Created: May 17, 2019

Billings Area COC

For the Month of April 2019



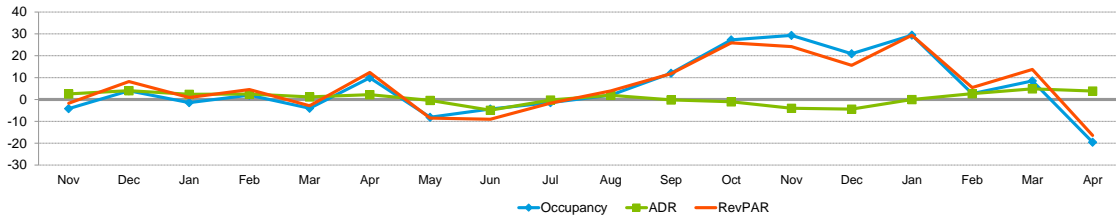
Table Of Contents	1
Trend Billings Area+	2
Response Billings Area+	3
Multi-Segment	4
Help	5

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

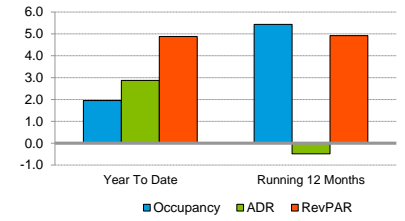
Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017			2018												2019			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	44.4	40.5		37.0	49.7	56.1	68.0	68.0	69.6	69.2	73.8	66.9	65.7	57.5	48.9	47.9	51.1	60.9	54.7
Last Year	46.4	38.9		37.5	48.7	58.5	61.8	74.1	72.8	70.2	72.4	59.7	51.6	44.4	40.5	37.0	49.7	56.1	68.0
Percent Change	-4.2	4.0		-1.5	2.0	-4.0	9.9	-8.2	-4.4	-1.4	2.0	12.0	27.3	29.3	20.9	29.4	2.7	8.5	-19.6

Year To Date	2017	2018	2019
	2017	51.6	52.6
2018	50.3	51.6	52.6
2019	2.7	2.0	2.0

Running 12 Months	2017	2018	2019
	2017	59.3	58.1
2018	58.6	59.3	58.1
2019	1.2	-2.1	5.4

ADR	2017			2018												2019			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	90.23	88.96		88.24	91.77	92.20	91.34	92.33	99.98	100.16	103.77	97.03	93.22	86.62	85.05	88.21	94.24	96.68	94.86
Last Year	87.98	85.51		86.17	89.54	91.10	89.35	92.74	105.15	100.38	101.81	97.23	94.21	90.23	88.96	88.24	91.77	92.20	91.34
Percent Change	2.6	4.0		2.4	2.5	1.2	2.2	-0.4	-4.9	-0.2	1.9	-0.2	-1.0	-4.0	-4.4	0.0	2.7	4.9	3.9

Year To Date	2017	2018	2019
	2017	89.31	91.11
2018	87.90	89.31	91.11
2019	1.6	2.0	2.9

Running 12 Months	2017	2018	2019
	2017	94.28	95.40
2018	95.45	94.28	95.40
2019	-1.2	1.2	-0.5

RevPAR	2017			2018												2019			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	40.08	36.00		32.63	45.62	51.73	62.07	62.81	69.61	69.29	76.57	64.90	61.27	49.77	41.63	42.21	48.11	58.85	51.86
Last Year	40.79	33.27		32.33	43.64	53.26	55.25	68.68	76.55	70.45	73.68	58.06	48.66	40.08	36.00	32.63	45.62	51.73	62.07
Percent Change	-1.7	8.2		0.9	4.6	-2.9	12.3	-8.5	-9.1	-1.7	3.9	11.8	25.9	24.2	15.6	29.4	5.5	13.8	-16.5

Year To Date	2017	2018	2019
	2017	46.11	47.96
2018	44.20	46.11	47.96
2019	4.3	4.0	4.9

Running 12 Months	2017	2018	2019
	2017	55.94	55.42
2018	55.97	55.94	55.42
2019	-0.1	-0.9	4.9

Supply	2017			2018												2019			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	143,070	147,839		146,165	132,020	146,165	141,450	146,165	141,420	146,134	146,134	141,420	146,072	141,360	146,072	146,072	131,936	146,072	141,360
Last Year	143,100	147,870		147,870	133,560	147,870	143,070	147,839	143,070	147,839	147,839	143,070	147,839	143,070	147,839	146,165	132,020	146,165	141,450
Percent Change	0.0	0.0		-1.2	-1.2	-1.2	-1.1	-1.1	-1.2	-1.2	-1.2	-1.2	-1.2	-1.2	-1.2	-0.1	-0.1	-0.1	-0.1

Year To Date	2017	2018	2019
	2017	572,370	565,800
2018	550,560	572,370	565,800
2019	4.0	-1.1	-0.1

Running 12 Months	2017	2018	2019
	2017	1,715,536	1,734,205
2018	1,674,620	1,715,536	1,734,205
2019	2.4	1.1	-0.8

Demand	2017			2018												2019			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	63,552	59,823		54,042	65,631	82,014	96,130	99,422	98,464	101,096	107,826	94,586	96,007	81,217	71,490	69,900	67,354	88,909	77,282
Last Year	66,347	57,536		55,478	65,092	86,453	88,468	109,485	104,160	103,761	106,994	85,434	76,351	63,552	59,823	54,042	65,631	82,014	96,130
Percent Change	-4.2	4.0		-2.6	0.8	-5.1	8.7	-9.2	-5.5	-2.6	0.8	10.7	25.7	27.8	19.5	29.3	2.6	8.4	-19.6

Year To Date	2017	2018	2019
	2017	295,491	297,817
2018	276,853	295,491	297,817
2019	6.7	0.8	1.9

Running 12 Months	2017	2018	2019
	2017	1,017,861	1,007,377
2018	981,996	1,017,861	1,007,377
2019	3.7	-1.0	4.6

Revenue	2017			2018												2019			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	5,734,272	5,322,006		4,768,762	6,023,087	7,561,331	8,780,347	9,180,102	9,844,413	10,125,645	11,188,777	9,178,137	8,950,164	7,034,880	6,080,346	6,165,837	6,347,437	8,596,144	7,330,983
Last Year	5,837,258	4,919,737		4,780,347	5,828,092	7,876,185	7,904,741	10,153,305	10,952,180	10,415,825	10,892,965	8,306,738	7,193,189	5,734,272	5,322,006	4,768,762	6,023,087	7,561,331	8,780,347
Percent Change	-1.8	8.2		-0.2	3.3	-4.0	11.1	-9.6	-10.1	-2.8	2.7	10.5	24.4	22.7	14.2	29.3	5.4	13.7	-16.5

Year To Date	2017	2018	2019
	2017	26,389,365	27,133,527
2018	24,336,568	26,389,365	27,133,527
2019	8.4	2.8	4.8

Running 12 Months	2017	2018	2019
	2017	95,967,653	96,104,007
2018	93,735,156	95,967,653	96,104,007
2019	2.4	0.1	4.1

Census %	2017			2018												2019			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Census Props	53	53		52	52	52	52	52	52	52	52	52	52	52	52	52	52	52	52
Census Rooms	4769	4769		4715	4715	4715	4715	4715	4714	4714	4714	4714	4714	4712	4712	4712	4712	4712	4712
% Rooms Participants	83.5	83.5		84.5	84.5	84.5	84.5	84.5	84.5	84.5	84.5	84.5	84.5	84.4	84.4	84.4	84.4	84.4	84.4

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: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Billings Area COC
For the month of: April 2019

	Current Month - April 2019 vs April 2018												Year to Date - April 2019 vs April 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	68.0	67.8	131.85	130.68	89.67	88.59	0.3	0.9	1.2	3.2	2.0	2.3	63.3	63.1	129.82	128.48	82.18	81.07	0.3	1.0	1.4	3.4	2.0	2.4	55321	34294	5277113	3981449
Montana	50.3	51.1	89.63	86.75	45.08	44.32	-1.6	3.3	1.7	2.6	0.8	-0.7	47.7	46.7	88.47	86.27	42.22	40.31	2.2	2.5	4.8	6.3	1.4	3.6	448	231	29525	19873
Billings Area, MT+	54.7	68.0	94.86	91.34	51.86	62.07	-19.6	3.9	-16.5	-16.5	-0.1	-19.6	53.7	52.6	93.73	91.11	50.30	47.96	2.0	2.9	4.9	4.8	-0.1	1.9	52	38	4712	3979
Bismarck, ND+	63.4	53.1	87.06	88.20	55.19	46.86	19.3	-1.3	17.8	17.9	0.1	19.4	57.5	49.3	86.45	87.80	49.75	43.30	16.7	-1.5	14.9	14.6	-0.2	16.4	33	29	3108	2851
Boise, ID+	72.0	69.5	110.51	106.66	79.54	74.15	3.5	3.6	7.3	11.6	4.1	7.7	64.5	65.6	107.79	106.29	69.51	69.69	-1.7	1.4	-0.3	3.8	4.0	2.3	56	44	5798	5282
Bozeman, MT+	67.0	59.3	92.60	88.31	62.05	52.40	12.9	4.9	18.4	19.9	1.3	14.3	69.2	62.1	90.67	87.39	62.77	54.24	11.5	3.8	15.7	17.1	1.2	12.9	29	22	2339	1912
Great Falls, MT+	52.9	50.1	86.03	83.52	45.51	41.81	5.7	3.0	8.9	8.9	0.0	5.7	50.7	51.0	87.47	86.49	44.36	44.14	-0.6	1.1	0.5	5.0	4.5	3.8	30	20	2293	1941
Helena, MT+	60.9	55.7	96.81	96.58	58.92	53.76	9.3	0.2	9.6	9.4	-0.2	9.1	56.5	51.9	95.20	92.62	53.78	48.08	8.8	2.8	11.8	16.7	4.4	13.6	20	17	1645	1408
Madison, WI+	62.9	65.6	121.44	118.96	76.41	78.00	-4.0	2.1	-2.0	3.1	5.3	1.0	57.3	57.6	111.73	108.71	64.04	62.60	-0.5	2.8	2.3	5.4	3.1	2.6	67	56	7752	7217
Missoula, MT+	59.1	60.1	93.53	90.98	55.31	54.67	-1.6	2.8	1.2	5.0	3.8	2.2	47.7	50.3	86.51	84.71	41.23	42.62	-5.3	2.1	-3.3	-1.0	2.4	-3.1	41	24	3165	2237
Rapid City, SD+	42.8	39.3	58.10	59.48	24.84	23.37	8.8	-2.3	6.3	6.8	0.5	9.3	40.1	39.0	62.20	64.12	24.97	24.99	3.0	-3.0	-0.1	-0.1	0.0	3.0	52	35	4573	3878
Sioux Falls, SD+	60.4	57.7	88.33	89.47	53.31	51.61	4.6	-1.3	3.3	4.9	1.5	6.2	58.0	55.0	89.13	88.96	51.74	48.90	5.6	0.2	5.8	7.6	1.7	7.4	60	46	5235	4394

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: 2019 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

destininfo@str.com

International:

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

T : +44 (0) 20 7922 1930

industryinfo@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.