

Date Created: Jul 17, 2019

Billings Area COC

For the Month of June 2019



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

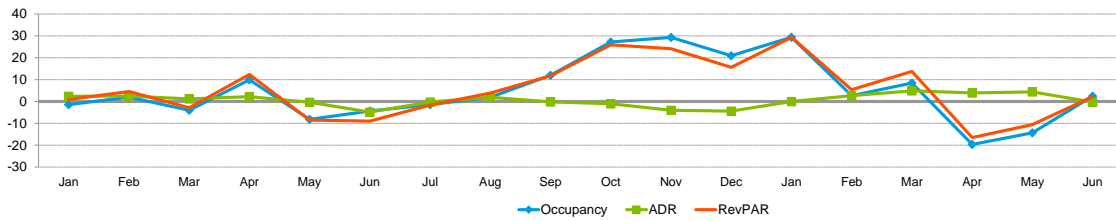
735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destinfo@str.com www.str.com

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

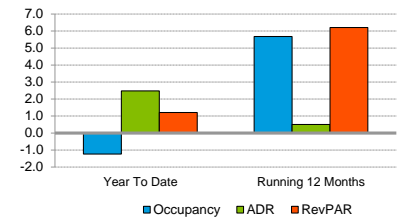
The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report , in whole or part, without written permission is prohibited and subject to legal action. If you have received 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".

Billings Area COC
For the Month of June 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	37.0	49.7	56.1	68.0	68.1	69.7	69.2	73.8	66.9	65.7	57.4	48.9	47.8	51.0	60.9	54.6	58.3	71.4
Last Year	37.5	48.7	58.5	61.8	74.2	72.9	70.2	72.4	59.7	51.6	44.4	40.5	37.0	49.7	56.1	68.0	68.1	69.7
Percent Change	-1.5	2.0	-4.0	9.9	-8.2	-4.4	-1.5	1.9	12.0	27.2	29.3	20.9	29.4	2.7	8.5	-19.6	-14.3	2.5

Year To Date	2017	2018	2019
		59.0	58.1
	56.6	59.0	58.1
	4.2	-1.5	-1.2

Running 12 Months	2017	2018	2019
		60.2	57.3
	58.8	60.2	57.3
	2.2	-4.7	5.7

ADR	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	86.24	91.77	92.20	91.34	92.37	99.99	100.16	103.77	97.03	93.22	86.62	85.05	88.21	94.24	96.68	94.91	96.40	99.72
Last Year	86.17	89.54	91.10	89.35	92.71	105.08	100.38	101.81	97.23	94.21	90.23	88.96	88.24	91.77	92.20	91.34	92.37	99.99
Percent Change	2.4	2.5	1.2	2.2	-0.4	-4.8	-0.2	1.9	-0.2	-1.0	-4.0	-4.4	0.0	2.7	4.9	3.9	4.4	-0.3

Year To Date	2017	2018	2019
		93.27	93.13
	90.92	93.27	93.13
	2.6	-0.2	2.5

Running 12 Months	2017	2018	2019
		95.03	94.82
	95.24	95.03	94.82
	-0.2	-0.2	0.5

RevPAR	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	32.63	45.62	51.73	62.07	62.91	69.72	69.28	76.55	64.89	61.26	49.76	41.62	42.20	48.10	58.84	51.83	56.24	71.25
Last Year	32.33	43.64	53.26	55.25	68.76	76.62	70.45	73.68	58.06	48.66	40.08	36.00	32.63	45.62	51.73	62.07	62.91	69.72
Percent Change	0.9	4.6	-2.9	12.3	-8.5	-9.0	-1.7	3.9	11.8	25.9	24.1	15.6	29.4	5.4	13.7	-16.5	-10.6	2.2

Year To Date	2017	2018	2019
		55.04	54.12
	51.47	55.04	54.12
	6.9	-1.7	1.2

Running 12 Months	2017	2018	2019
		57.16	54.34
	56.05	57.16	54.34
	2.0	-4.9	6.2

Supply	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	146,165	132,020	146,165	141,450	146,165	141,450	146,165	146,165	141,450	146,103	141,390	146,103	146,103	131,964	146,103	141,390	146,103	141,390
Last Year	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	146,165	141,450
Percent Change	-1.2	-1.2	-1.2	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-1.2	-1.2	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date	2017	2018	2019
		863,279	853,415
	830,428	863,279	853,415
	4.0	-1.1	0.0

Running 12 Months	2017	2018	2019
		1,726,577	1,730,911
	1,674,620	1,726,577	1,730,911
	3.1	0.3	-0.6

Demand	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	54,042	65,631	82,014	96,130	99,537	98,633	101,096	107,826	94,586	96,007	81,217	71,490	69,900	67,354	88,909	77,212	85,243	101,016
Last Year	55,478	65,092	86,453	88,468	109,653	104,317	103,761	106,994	85,434	76,351	63,552	59,823	54,042	65,631	82,014	96,130	99,537	98,633
Percent Change	-2.6	0.8	-5.1	8.7	-9.2	-5.4	-2.6	0.8	10.7	25.7	27.8	19.5	29.3	2.6	8.4	-19.7	-14.4	2.4

Year To Date	2017	2018	2019
		509,461	495,987
	470,136	509,461	495,987
	8.4	-2.6	-1.3

Running 12 Months	2017	2018	2019
		1,038,548	991,902
	985,492	1,038,548	991,902
	5.4	-4.5	5.0

Revenue	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	4,768,762	6,023,087	7,561,331	8,780,347	9,194,578	9,862,116	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	7,328,430	8,217,238	10,073,712
Last Year	4,780,347	5,628,092	7,876,185	7,904,741	10,165,686	10,961,470	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	9,194,578	9,862,116
Percent Change	-0.2	3.3	-4.0	11.1	-9.6	-10.0	-2.8	2.7	10.5	24.4	22.7	14.2	29.3	5.4	13.7	-16.5	-10.6	2.1

Year To Date	2017	2018	2019
		47,516,521	46,190,221
	42,743,206	47,516,521	46,190,221
	11.2	-2.8	1.2

Running 12 Months	2017	2018	2019
		98,688,171	94,055,216
	93,854,158	98,688,171	94,055,216
	5.2	-4.7	5.6

Census %	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	52	52	52	52	52	52	52	52	52	52	52	52	52	52	52	52	52	52
Census Rooms	4715	4715	4715	4715	4715	4715	4715	4715	4713	4713	4713	4713	4713	4713	4713	4713	4713	4713
% Rooms Participants	84.5	84.5	84.5	84.5	84.5	84.5	84.5	82.6	84.5	84.4	84.4	84.4	84.4	84.4	84.4	84.4	83.0	83.0

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: June 2019

	Current Month - June 2019 vs June 2018												Year to Date - June 2019 vs June 2018											Participation					
	Occ %		ADR		RevPAR		Percent Change from June 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	73.5	74.5	134.52	133.30	98.85	99.25	-1.3	0.9	-0.4	1.5	1.9	0.6	65.9	65.9	131.20	129.72	86.51	85.45	0.1	1.1	1.2	3.3	2.0	2.1	56392	34522	5338378	4002848	
Montana	75.7	75.0	125.23	121.58	94.75	91.18	0.9	3.0	3.9	5.1	1.1	2.0	54.9	54.4	100.27	97.43	55.01	53.02	0.8	2.9	3.7	5.2	1.4	2.2	479	229	31164	19748	
Billings Area, MT+	71.4	69.7	99.72	99.99	71.25	69.72	2.5	-0.3	2.2	2.1	-0.0	2.4	57.4	58.1	95.44	93.13	54.78	54.12	-1.2	2.5	1.2	1.2	-0.0	-1.3	52	37	4713	3911	
Bismarck, ND+	71.3	65.5	91.57	91.70	65.30	60.09	8.8	-0.1	8.7	12.2	3.2	12.3	60.7	53.7	87.87	89.77	53.36	48.21	13.1	-2.1	10.7	11.1	0.4	13.5	34	29	3206	2851	
Boise, ID+	83.0	86.8	125.15	114.00	103.83	98.97	-4.4	9.8	4.9	7.1	2.1	-2.4	69.4	71.0	112.39	108.57	77.99	77.10	-2.3	3.5	1.2	4.9	3.7	1.3	56	44	5798	5244	
Bozeman, MT+	90.4	90.9	154.52	144.57	139.76	131.41	-0.5	6.9	6.4	7.7	1.3	0.8	73.4	68.0	108.34	103.56	79.56	70.42	8.0	4.6	13.0	14.4	1.2	9.3	29	22	2339	1912	
Great Falls, MT+	66.5	67.2	93.67	88.49	62.28	59.50	-1.1	5.9	4.7	4.7	0.0	-1.1	53.9	55.3	89.29	87.35	48.16	48.27	-2.4	2.2	-0.2	2.7	2.9	0.5	30	20	2293	1941	
Helena, MT+	75.2	72.6	106.79	107.06	80.33	77.76	3.6	-0.2	3.3	8.4	4.9	8.7	60.9	57.1	98.85	97.81	60.22	55.83	6.7	1.1	7.9	12.8	4.5	11.6	20	17	1645	1408	
Madison, WI+	72.7	76.8	121.25	118.13	88.20	90.68	-5.2	2.6	-2.7	3.3	6.2	0.7	61.5	62.5	117.53	113.43	72.23	70.86	-1.6	3.6	1.9	5.8	3.8	2.1	68	56	7894	7216	
Missoula, MT+	84.2	85.1	125.58	116.49	105.71	99.16	-1.1	7.8	6.6	5.9	-0.6	-1.7	57.4	60.2	100.61	96.79	57.75	58.28	-4.7	4.0	-0.9	0.2	1.2	-3.6	38	23	3044	2201	
Rapid City, SD+	78.3	79.5	120.80	127.21	94.57	101.14	-1.5	-5.0	-6.5	-1.6	5.3	3.6	50.1	49.5	81.79	85.52	40.94	42.31	1.2	-4.4	-3.2	-1.5	1.8	3.0	55	37	4823	4097	
Sioux Falls, SD+	74.1	75.0	93.97	95.77	69.64	71.85	-1.2	-1.9	-3.1	-1.6	1.5	0.3	62.4	59.5	90.92	90.52	56.75	53.84	4.9	0.4	5.4	7.1	1.6	6.7	60	47	5235	4470	

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.