

Date Created: Mar 16, 2020

# Billings Area COC

For the Month of February 2020



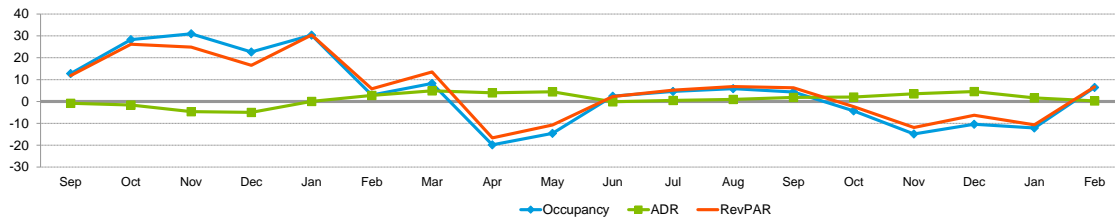
Table Of Contents	1
Trend Billings Area+	2
Response Billings Area+	3
Multi-Segment	4
Help	5

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: 2020 STR, Inc. / STR Global, Ltd. trading as "STR".

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	67.4	66.3	58.2	49.6	48.4	51.4	61.1	54.8	58.5	71.7	72.7	78.4	70.3	63.4	49.5	44.5	42.6	54.7
Last Year	59.7	51.7	44.4	40.5	37.1	49.9	56.4	68.4	68.4	70.0	69.5	74.1	67.4	66.3	58.2	49.6	48.4	51.4
Percent Change	12.8	28.3	31.0	22.6	30.4	2.9	8.3	-19.8	-14.6	2.4	4.6	5.8	4.3	-4.3	-14.9	-10.4	-12.1	6.5

2018	Year To Date		2020
	2019	2020	
43.2	49.8	48.3	
42.8	43.2	49.8	
0.8	15.3	-3.0	

2018	Running 12 Months		2020
	2019	2020	
57.8	62.4	60.4	
58.6	57.8	62.4	
-1.3	7.9	-3.1	

ADR	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	96.42	92.69	86.04	84.54	87.71	93.69	96.10	94.40	96.00	99.33	100.14	104.15	98.23	94.56	89.06	88.40	89.17	93.93
Last Year	97.24	94.23	90.24	88.97	87.68	91.15	91.63	90.82	91.93	99.45	99.63	103.18	96.42	92.69	86.04	84.54	87.71	93.69
Percent Change	-0.8	-1.6	-4.6	-5.0	0.0	2.8	4.9	4.0	4.4	-0.1	0.5	0.9	1.9	2.0	3.5	4.6	1.7	0.3

2018	Year To Date		2020
	2019	2020	
89.58	90.64	91.73	
87.99	89.58	90.64	
1.8	1.2	1.2	

2018	Running 12 Months		2020
	2019	2020	
95.07	93.71	96.20	
94.03	95.07	93.71	
1.1	-1.4	2.7	

RevPAR	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	64.95	61.43	50.06	41.96	42.48	48.12	58.73	51.77	56.13	71.17	72.78	81.70	69.03	59.97	44.11	39.32	37.94	51.36
Last Year	58.08	48.67	40.09	36.01	32.57	45.48	51.72	62.11	62.91	69.58	69.21	76.46	64.95	61.43	50.06	41.96	42.48	48.12
Percent Change	11.8	26.2	24.9	16.5	30.4	5.8	13.5	-16.7	-10.8	2.3	5.2	6.8	6.3	-2.4	-11.9	-6.3	-10.7	6.7

2018	Year To Date		2020
	2019	2020	
38.70	45.16	44.31	
37.69	38.70	45.16	
2.7	16.7	-1.9	

2018	Running 12 Months		2020
	2019	2020	
54.99	58.47	58.13	
55.12	54.99	58.47	
-0.2	6.3	-0.6	

Supply	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	141,450	146,103	141,390	146,103	146,103	131,964	146,103	141,390	146,103	141,390	146,103	146,103	141,390	146,103	141,390	136,307	136,307	123,116
Last Year	143,070	147,839	143,070	147,839	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
Percent Change	-1.1	-1.2	-1.2	-1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-6.7	-6.7	-6.7

2018	Year To Date		2020
	2019	2020	
278,185	278,067	259,423	
281,430	278,185	278,067	
-1.2	0.0	-6.7	

2018	Running 12 Months		2020
	2019	2020	
1,737,530	1,720,673	1,691,805	
1,704,464	1,737,530	1,720,673	
1.9	-1.0	-1.7	

Demand	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	95,278	96,833	82,259	72,511	70,761	67,779	89,278	77,530	85,424	101,316	106,179	114,601	99,357	92,650	70,038	60,626	58,003	67,317
Last Year	85,447	76,359	63,559	59,833	54,297	65,882	82,507	96,744	100,021	98,972	101,533	108,315	95,278	96,833	82,259	72,511	70,761	67,779
Percent Change	11.5	26.8	29.4	21.2	30.3	2.9	8.2	-19.9	-14.6	2.4	4.6	5.8	4.3	-4.3	-14.9	-16.4	-18.0	-0.7

2018	Year To Date		2020
	2019	2020	
120,179	138,540	125,320	
120,570	120,179	138,540	
-0.3	15.3	-9.5	

2018	Running 12 Months		2020
	2019	2020	
1,005,037	1,073,513	1,022,319	
999,060	1,005,037	1,073,513	
0.6	6.8	-4.8	

Revenue	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	9,186,874	8,975,438	7,077,825	6,130,011	6,206,444	6,350,372	8,580,023	7,319,178	8,201,025	10,063,396	10,632,966	11,935,948	9,760,306	8,761,349	6,237,310	5,359,438	5,171,951	6,323,414
Last Year	8,308,880	7,185,530	5,735,383	5,323,495	4,760,714	6,004,866	7,560,363	8,785,980	9,194,881	9,842,637	10,115,433	11,176,296	9,186,874	8,975,438	7,077,825	6,130,011	6,206,444	6,350,372
Percent Change	10.6	24.7	23.4	15.2	30.4	5.8	13.5	-16.7	-10.8	2.2	5.1	6.8	6.2	-2.4	-11.9	-12.6	-16.7	-0.4

2018	Year To Date		2020
	2019	2020	
10,765,579	12,556,816	11,495,365	
10,608,440	10,765,579	12,556,816	
1.5	16.6	-8.5	

2018	Running 12 Months		2020
	2019	2020	
95,550,322	100,602,554	98,346,304	
93,944,440	95,550,322	100,602,554	
1.7	5.3	-2.2	

Census %	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	52	52	52	52	52	52	52	52	52	52	52	52	52	52	52	51	51	51
Census Rooms	4715	4713	4713	4713	4713	4713	4713	4713	4713	4713	4713	4713	4713	4713	4713	4397	4397	4397
% Rooms Participants	85.8	85.8	85.8	85.8	85.8	85.8	85.8	85.8	85.8	85.8	85.8	85.8	85.8	85.8	79.1	84.8	84.8	84.8

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: 2020 STR, Inc. / STR Global, Ltd. trading as "STR".



Tab 4 - Multi-Segment

Currency: USD - US Dollar

Billings Area COC  
For the month of: February 2020

	Current Month - February 2020 vs February 2019												Year to Date - February 2020 vs February 2019											Participation					
	Occ %		ADR		RevPAR		Percent Change from February 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019							Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
United States	62.2	62.0	130.78	128.95	81.33	80.01	0.2	1.4	1.7	3.8	2.1	2.3	58.5	58.2	128.44	126.68	75.08	73.68	0.5	1.4	1.9	4.0	2.1	2.6	55734	35101	5341586	4065112	
Montana	49.6	46.2	90.57	88.65	44.93	40.94	7.4	2.2	9.7	9.0	-0.7	6.7	46.0	44.2	89.68	86.90	41.21	38.41	4.0	3.2	7.3	6.9	-0.4	3.6	452	224	29349	18967	
Billings Area, MT+	54.7	51.4	93.93	93.69	51.36	48.12	6.5	0.3	6.7	-0.4	-6.7	-0.7	48.3	49.8	91.73	90.64	44.31	45.16	-3.0	1.2	-1.9	-8.5	-6.7	-9.5	51	38	4397	3728	
Bismarck, ND+	57.5	56.3	84.87	85.97	48.79	48.41	2.1	-1.3	0.8	4.0	3.2	5.3	53.5	52.4	84.96	85.75	45.43	44.95	2.0	-0.9	1.1	4.2	3.2	5.2	34	31	3207	3014	
Boise, ID+	67.7	60.9	110.68	106.87	74.89	65.12	11.0	3.6	15.0	15.0	-0.0	11.0	61.6	57.1	109.10	104.78	67.19	59.83	7.8	4.1	12.3	12.3	-0.0	7.8	56	42	5799	5064	
Bozeman, MT+	75.2	70.1	94.35	90.09	70.91	63.14	7.2	4.7	12.3	12.3	0.0	7.2	70.8	66.4	92.59	88.53	65.55	58.76	6.7	4.6	11.6	11.6	0.0	6.7	29	23	2334	1898	
Great Falls, MT+	52.3	45.9	85.76	85.83	44.84	39.38	14.0	-0.1	13.9	13.8	-0.0	13.9	49.5	46.3	86.34	84.79	42.70	39.25	6.9	1.8	8.8	8.8	-0.0	6.8	30	20	2292	1940	
Helena, MT+	47.9	52.3	91.73	93.07	43.97	48.69	-8.4	-1.4	-9.7	-9.7	0.0	-8.4	46.4	51.5	91.57	93.01	42.50	47.88	-9.8	-1.5	-11.2	-11.2	0.0	-9.8	20	17	1645	1408	
Madison, WI+	56.2	58.5	107.93	109.20	60.61	63.89	-4.0	-1.2	-5.1	0.8	6.3	2.0	51.1	52.6	104.68	104.96	53.53	55.22	-2.8	-0.3	-3.1	3.0	6.3	3.3	68	56	7892	7180	
Missoula, MT+	49.9	44.0	86.22	83.08	43.03	36.56	13.4	3.8	17.7	11.6	-5.1	7.6	44.8	40.7	84.63	81.28	37.87	33.12	9.8	4.1	14.4	11.7	-2.3	7.3	38	24	3043	2263	
Rapid City, SD+	43.8	39.9	68.16	67.59	29.88	27.00	9.7	0.8	10.7	15.6	4.4	14.6	37.5	36.7	63.59	64.41	23.86	23.67	2.1	-1.3	0.8	5.2	4.4	6.6	53	37	4674	4043	
Sioux Falls, SD+	58.2	57.6	91.67	88.40	53.36	50.96	1.0	3.7	4.7	6.5	1.7	2.7	55.8	53.2	89.56	87.58	49.99	46.61	4.9	2.3	7.2	10.0	2.5	7.5	61	48	5325	4533	

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: 2020 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](http://www.str.com/resources/glossary)

**Frequently Asked Questions (FAQ):**

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

Please visit our website at [www.str.com](http://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](mailto:destininfo@str.com)

**International:**

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

T : +44 (0) 20 7922 1930

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

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).