

Date Created: Apr 14, 2020

Billings Area CVB

For the Week of April 05, 2020 to April 11, 2020



Table Of Contents	1
Translation Table	2
Day Trend Billings Area+	3
Response Billings Area+	4
Multi-Seg-Occ	5
Multi-Seg-ADR	6
Multi-Seg-RevPAR	7
Help	8

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

"as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR 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 this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 2 - Weekly Year Over Year Translation Table

For the Week of April 05, 2020 to April 11, 2020

2020							
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mar	15	16	17	18	19	20	21
Mar	22	23	24	25	26	27	28
Mar / Apr	29	30	31	1	2	3	4
Apr	5	6	7	8	9	10	11
Apr	12	13	14	15	16	17	18
Apr	19	20	21	22	23	24	25

2019							
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mar	17	18	19	20	21	22	23
Mar	24	25	26	27	28	29	30
Mar / Apr	31	1	2	3	4	5	6
Apr	7	8	9	10	11	12	13
Apr	14	15	16	17	18	19	20
Apr	21	22	23	24	25	26	27

This Year

Tuesday, Mar 17th - St. Patrick's Day
 Thursday, Apr 9th - First Day of Passover
 Friday, Apr 10th - Good Friday
 Sunday, Apr 12th - Easter Sunday

Last Year

Sunday, Mar 17th - St. Patrick's Day
 Friday, Apr 19th - Good Friday
 Friday, Apr 19th - First Day of Passover

Number of Weekdays: 30
Number of Weekend Days: 12

Number of Weekdays: 30
Number of Weekend Days: 12

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

Tab 4 - Response Billings Area+: Billings Area CVB

Billings Area CVB

For the Week of April 05, 2020 to April 11, 2020

Mar	Apr
-----	-----

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report 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 this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 5 - Multi-Seg-Occ: Billings Area CVB

Currency: USD - US Dollar

Billings Area CVB

For the Week of April 05, 2020 to April 11, 2020

	Current Week Occupancy (%)										Current Week Occupancy Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
United States	19.2	22.1	22.5	22.5	21.2	21.5	20.2	19.6	19.9	21.0	-64.0	-67.0	-68.9	-69.3	-69.3	-67.9	-73.2	-75.0	-74.1	-69.8
Montana	16.9	20.9	21.2	21.9	19.0	20.0	16.2	15.8	16.0	18.9	-53.8	-58.0	-61.7	-59.3	-63.0	-59.5	-72.7	-71.5	-72.1	-63.5
Billings Area, MT+	19.8	22.4	23.4	22.3	21.7	21.9	19.5	19.2	19.3	21.2	-51.8	-62.0	-64.5	-62.8	-64.0	-61.7	-76.2	-75.9	-76.1	-66.9
Bismarck, ND+	16.2	20.6	22.4	21.7	18.8	20.0	15.7	14.8	15.2	18.6	-63.7	-68.9	-65.7	-65.8	-70.5	-67.1	-76.0	-77.5	-76.7	-70.0
Boise, ID+	16.4	18.0	18.4	18.7	18.2	17.9	19.1	18.3	18.7	18.1	-66.9	-73.5	-77.3	-78.6	-77.5	-75.5	-75.6	-74.4	-75.0	-75.4
Bozeman, MT+	23.6	28.0	28.3	28.0	25.1	26.6	21.9	20.4	21.2	25.0	-51.9	-55.4	-60.6	-65.0	-68.7	-61.3	-74.9	-73.2	-74.1	-65.4
Great Falls, MT+	19.0	23.6	25.0	24.1	21.0	22.5	17.5	17.9	17.7	21.2	-50.3	-55.0	-55.2	-53.1	-55.0	-53.9	-65.1	-65.3	-65.2	-57.2
Helena, MT+	13.4	17.6	16.9	17.3	15.7	16.2	11.8	11.9	11.8	14.9	-68.7	-71.4	-76.0	-77.3	-75.7	-74.4	-79.7	-75.6	-77.8	-75.2
Madison, WI+	19.4	21.5	22.2	20.8	20.2	20.8	19.1	18.8	19.0	20.3	-48.3	-64.5	-69.1	-71.8	-73.9	-67.6	-79.0	-79.3	-79.1	-71.8
Missoula, MT+	16.9	19.3	18.2	21.3	18.1	18.8	16.7	16.0	16.4	18.1	-59.6	-62.7	-68.5	-63.1	-64.5	-63.9	-72.2	-73.1	-72.6	-66.7
Rapid City, SD+	15.0	15.9	14.8	16.1	15.8	15.5	15.5	14.4	14.9	15.3	-61.1	-65.4	-58.7	-59.9	-60.0	-61.2	-60.3	-66.9	-63.8	-62.0
Sioux Falls, SD+	15.2	18.2	18.4	18.6	16.9	17.5	16.0	14.8	15.4	16.9	-68.8	-68.5	-68.5	-65.5	-71.0	-68.5	-76.8	-80.4	-78.7	-72.0

	Running 28 Day Occupancy (%)										Running 28 Day Occupancy Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
United States	23.5	25.6	25.4	25.1	23.6	24.7	22.0	21.3	21.6	23.8	-56.0	-61.4	-64.4	-65.1	-65.7	-62.9	-70.7	-72.6	-71.7	-65.6
Montana	22.9	26.2	26.5	26.8	23.4	25.2	20.5	19.4	19.9	23.7	-39.4	-47.1	-51.0	-50.8	-55.5	-49.4	-64.7	-64.9	-64.8	-54.2
Billings Area, MT+	25.1	27.1	26.8	27.1	25.2	26.3	22.9	22.0	22.5	25.2	-42.3	-51.4	-55.2	-50.7	-54.2	-51.2	-68.0	-69.0	-68.5	-57.2
Bismarck, ND+	20.0	24.0	24.9	23.0	21.2	22.6	18.2	17.0	17.6	21.2	-56.6	-61.8	-61.7	-62.4	-63.5	-61.4	-73.0	-74.3	-73.6	-65.2
Boise, ID+	23.8	24.8	24.0	24.5	23.3	24.1	23.5	22.3	22.9	23.8	-54.5	-64.4	-69.0	-69.6	-69.9	-66.3	-70.8	-69.5	-70.1	-67.5
Bozeman, MT+	32.8	36.0	36.2	35.2	29.9	34.0	27.6	25.6	26.6	31.9	-37.1	-44.9	-49.2	-55.6	-64.2	-51.6	-67.3	-66.6	-67.0	-56.4
Great Falls, MT+	25.6	28.9	30.5	30.8	28.6	28.9	24.3	23.0	23.6	27.4	-33.8	-47.3	-51.5	-52.1	-52.7	-48.6	-63.1	-62.5	-62.8	-53.0
Helena, MT+	19.8	23.2	23.4	22.6	20.2	21.8	17.1	16.4	16.7	20.4	-55.4	-63.6	-66.1	-67.5	-68.6	-64.9	-72.8	-68.7	-71.0	-66.5
Madison, WI+	18.8	21.6	21.9	21.1	20.4	20.8	18.9	18.8	18.9	20.2	-47.8	-62.2	-66.6	-67.8	-68.4	-64.1	-74.6	-75.4	-75.0	-67.8
Missoula, MT+	21.0	23.6	23.6	24.8	22.0	23.0	20.7	18.7	19.7	22.1	-48.3	-55.7	-59.1	-58.3	-58.8	-56.5	-64.8	-68.2	-66.5	-59.6
Rapid City, SD+	18.1	19.4	19.0	19.6	18.8	19.0	18.2	17.6	17.9	18.7	-43.8	-51.6	-51.8	-51.1	-54.5	-50.9	-65.4	-69.6	-67.6	-56.9
Sioux Falls, SD+	20.9	24.1	23.7	23.1	22.6	22.9	19.7	18.0	18.8	21.7	-48.9	-56.7	-63.1	-64.0	-61.0	-59.5	-72.5	-76.3	-74.4	-64.7

A blank row indicates insufficient data.

Tab 6 - Multi-Seg-ADR: Billings Area CVB

Currency: USD - US Dollar

Billings Area CVB

For the Week of April 05, 2020 to April 11, 2020

	Current Week ADR										Current Week ADR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
United States	73.80	74.62	74.51	74.31	73.91	74.24	74.00	73.99	73.99	74.18	-42.0	-46.0	-47.3	-47.2	-44.5	-45.7	-44.7	-46.1	-45.4	-45.6
Montana	67.58	69.53	71.41	69.65	67.89	69.31	68.58	67.12	67.86	68.96	-16.5	-19.8	-21.4	-23.2	-24.0	-21.4	-25.4	-25.6	-25.5	-22.6
Billings Area, MT+	68.05	67.23	74.26	69.91	68.18	69.61	68.88	69.46	69.17	69.50	-19.4	-27.9	-25.2	-28.7	-28.2	-26.5	-31.1	-30.6	-30.9	-28.1
Bismarck, ND+	65.63	69.44	68.13	66.99	63.65	66.90	63.41	62.51	62.97	65.98	-15.8	-18.2	-20.8	-23.5	-24.6	-20.9	-24.4	-23.5	-23.9	-21.5
Boise, ID+	73.38	72.73	74.28	72.72	71.25	72.86	72.38	71.73	72.06	72.63	-23.1	-35.5	-41.1	-42.0	-38.4	-37.7	-28.2	-26.2	-27.3	-35.1
Bozeman, MT+	71.23	72.05	72.55	71.31	68.10	71.11	68.16	63.63	65.98	69.87	-13.4	-18.0	-22.8	-27.0	-28.3	-23.0	-32.0	-31.2	-31.7	-25.4
Great Falls, MT+	69.36	72.15	71.21	70.78	69.00	70.59	74.12	71.01	72.54	71.06	-12.4	-15.0	-19.0	-17.4	-18.7	-16.8	-10.8	-15.6	-13.2	-15.9
Helena, MT+	71.93	75.31	76.47	75.28	70.60	74.07	74.26	71.61	72.93	73.81	-21.0	-25.4	-24.2	-27.0	-28.4	-25.7	-22.0	-19.2	-20.9	-24.5
Madison, WI+	68.00	67.35	66.85	64.87	65.51	66.51	68.51	67.38	67.95	66.90	-35.0	-42.4	-45.6	-46.0	-50.0	-45.0	-51.9	-52.6	-52.3	-48.0
Missoula, MT+	67.12	68.43	67.69	67.18	67.58	67.60	68.87	66.32	67.62	67.61	-20.3	-23.6	-29.7	-29.1	-25.2	-26.1	-26.3	-30.2	-28.2	-26.8
Rapid City, SD+	46.78	47.75	45.32	47.83	47.92	47.15	44.78	44.74	44.76	46.49	-17.4	-17.9	-14.1	-4.5	-5.9	-12.4	-18.3	-22.9	-20.8	-14.9
Sioux Falls, SD+	59.86	62.78	65.83	62.13	62.37	62.70	62.84	59.73	61.34	62.34	-28.4	-25.0	-26.2	-24.5	-25.4	-25.8	-33.5	-37.8	-35.6	-29.3

	Running 28 Day ADR										Running 28 Day ADR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
United States	86.31	84.85	83.63	81.39	79.99	83.25	79.75	78.83	79.29	82.23	-31.0	-36.6	-39.2	-40.6	-39.0	-37.6	-39.5	-41.2	-40.3	-38.3
Montana	75.26	74.75	74.93	74.46	72.52	74.41	73.15	71.33	72.27	73.89	-8.3	-13.3	-15.8	-16.6	-18.3	-14.9	-19.4	-20.7	-20.0	-16.3
Billings Area, MT+	75.14	75.25	76.36	75.88	74.73	75.49	74.27	72.59	73.45	74.97	-14.9	-19.3	-21.4	-20.5	-20.0	-19.5	-24.2	-26.6	-25.4	-21.4
Bismarck, ND+	68.59	70.79	70.85	69.36	69.47	69.87	68.22	66.07	67.18	69.23	-12.6	-16.7	-18.0	-19.7	-15.8	-16.9	-17.3	-20.3	-18.8	-17.2
Boise, ID+	81.84	83.06	84.09	82.59	80.65	82.47	78.74	79.59	79.16	81.56	-15.2	-24.9	-29.8	-30.1	-26.7	-26.5	-21.7	-18.5	-20.2	-24.6
Bozeman, MT+	80.54	78.28	78.70	76.34	73.50	77.58	75.73	71.69	73.78	76.68	-3.3	-11.5	-14.7	-20.1	-24.1	-15.7	-25.2	-26.4	-25.8	-18.7
Great Falls, MT+	73.06	75.30	75.22	75.81	74.50	74.83	73.67	73.33	73.50	74.51	-6.8	-10.4	-14.8	-15.6	-16.0	-13.5	-17.9	-18.0	-18.0	-14.8
Helena, MT+	77.59	80.53	80.40	81.13	77.50	79.53	77.37	74.59	76.01	78.71	-16.1	-18.9	-19.9	-19.0	-19.8	-19.0	-17.5	-17.2	-17.5	-18.5
Madison, WI+	73.85	74.97	76.22	72.25	70.79	73.66	71.27	71.14	71.21	73.01	-26.2	-33.5	-34.4	-36.9	-38.9	-34.8	-41.2	-42.7	-42.0	-37.3
Missoula, MT+	71.95	71.43	70.64	69.38	69.36	70.52	69.97	69.25	69.63	70.30	-11.0	-17.4	-21.2	-22.6	-20.6	-19.1	-21.6	-23.3	-22.4	-20.1
Rapid City, SD+	48.78	49.13	50.49	49.90	49.99	49.67	49.87	49.48	49.68	49.67	-7.5	-11.1	-8.1	-6.0	-7.4	-8.1	-20.7	-23.9	-22.4	-13.9
Sioux Falls, SD+	68.53	71.85	70.15	68.28	67.02	69.22	67.14	65.40	66.31	68.49	-14.1	-15.7	-23.8	-24.5	-21.3	-20.6	-28.0	-31.1	-29.6	-23.5

A blank row indicates insufficient data.

Tab 7 - Multi-Seg-RevPAR: Billings Area CVB

Currency: USD - US Dollar

Billings Area CVB

For the Week of April 05, 2020 to April 11, 2020

	Current Week RevPAR										Current Week RevPAR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
United States	14.16	16.50	16.75	16.68	15.70	15.96	14.93	14.52	14.72	15.61	-79.1	-82.2	-83.6	-83.8	-82.9	-82.5	-85.2	-86.5	-85.9	-83.6
Montana	11.45	14.54	15.11	15.23	12.93	13.85	11.11	10.63	10.87	13.00	-61.4	-66.3	-69.9	-68.7	-71.9	-68.2	-79.6	-78.8	-79.2	-71.8
Billings Area, MT+	13.49	15.07	17.41	15.58	14.80	15.27	13.40	13.35	13.38	14.73	-61.1	-72.6	-73.4	-73.5	-74.2	-71.9	-83.6	-83.3	-83.5	-76.2
Bismarck, ND+	10.64	14.33	15.25	14.54	11.99	13.35	9.95	9.24	9.59	12.28	-69.4	-74.6	-72.8	-73.9	-77.7	-74.0	-81.8	-82.8	-82.3	-76.5
Boise, ID+	12.03	13.08	13.65	13.63	12.96	13.07	13.81	13.10	13.45	13.18	-74.6	-82.9	-86.6	-87.6	-86.1	-84.8	-82.5	-81.1	-81.8	-84.0
Bozeman, MT+	16.79	20.17	20.54	19.97	17.06	18.91	14.95	13.01	13.98	17.50	-58.4	-63.4	-69.6	-74.4	-77.5	-70.2	-82.9	-81.6	-82.3	-74.2
Great Falls, MT+	13.18	17.03	17.78	17.06	14.49	15.91	12.97	12.71	12.84	15.03	-56.4	-61.7	-63.7	-61.2	-63.4	-61.7	-68.9	-70.7	-69.8	-64.0
Helena, MT+	9.66	13.23	12.92	13.04	11.07	11.99	8.76	8.49	8.62	11.03	-75.3	-78.6	-81.8	-83.4	-82.6	-80.9	-84.2	-80.3	-82.5	-81.3
Madison, WI+	13.20	14.48	14.87	13.52	13.20	13.85	13.09	12.70	12.89	13.58	-66.4	-79.6	-83.2	-84.8	-86.9	-82.2	-89.9	-90.2	-90.0	-85.3
Missoula, MT+	11.34	13.18	12.35	14.31	12.21	12.68	11.50	10.64	11.07	12.22	-67.8	-71.5	-77.8	-73.8	-73.4	-73.4	-79.5	-81.2	-80.4	-75.6
Rapid City, SD+	7.00	7.58	6.69	7.69	7.59	7.31	6.92	6.42	6.67	7.13	-67.9	-71.6	-64.6	-61.7	-62.4	-66.0	-67.6	-74.5	-71.3	-67.6
Sioux Falls, SD+	9.12	11.44	12.14	11.57	10.55	10.96	10.05	8.85	9.45	10.53	-77.6	-76.4	-76.8	-74.0	-78.4	-76.6	-84.6	-87.8	-86.3	-80.2

	Running 28 Day RevPAR										Running 28 Day RevPAR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
United States	20.32	21.75	21.27	20.44	18.90	20.54	17.54	16.78	17.16	19.58	-69.7	-75.5	-78.4	-79.3	-79.1	-76.8	-82.3	-83.9	-83.1	-78.8
Montana	17.23	19.60	19.84	19.93	16.96	18.71	15.01	13.82	14.42	17.49	-44.4	-54.1	-58.7	-59.0	-63.7	-56.9	-71.6	-72.2	-71.9	-61.7
Billings Area, MT+	18.83	20.39	20.49	20.58	18.85	19.83	17.03	15.99	16.51	18.89	-50.9	-60.8	-64.8	-60.8	-63.3	-60.7	-75.7	-77.2	-76.5	-66.3
Bismarck, ND+	13.71	16.97	17.67	15.96	14.76	15.81	12.44	11.26	11.85	14.68	-62.1	-68.2	-68.6	-69.8	-69.3	-67.9	-77.6	-79.5	-78.6	-71.2
Boise, ID+	19.44	20.63	20.20	20.27	18.82	19.87	18.51	17.77	18.14	19.38	-61.4	-73.2	-78.3	-78.8	-77.9	-75.2	-77.1	-75.1	-76.2	-75.5
Bozeman, MT+	26.45	28.22	28.50	26.85	21.95	26.40	20.88	18.35	19.61	24.47	-39.2	-51.3	-56.6	-64.6	-72.8	-59.2	-75.6	-75.4	-75.5	-64.6
Great Falls, MT+	18.71	21.73	22.95	23.36	21.33	21.61	17.89	16.87	17.38	20.41	-38.3	-52.7	-58.7	-59.6	-60.3	-55.6	-69.7	-69.2	-69.5	-60.0
Helena, MT+	15.36	18.70	18.82	18.30	15.63	17.36	13.19	12.27	12.73	16.04	-62.5	-70.5	-72.9	-73.7	-74.8	-71.6	-77.6	-74.1	-76.0	-72.7
Madison, WI+	13.90	16.22	16.69	15.25	14.43	15.30	13.48	13.40	13.44	14.77	-61.5	-74.9	-78.1	-79.7	-80.7	-76.6	-85.1	-85.9	-85.5	-79.8
Missoula, MT+	15.11	16.86	16.69	17.21	15.24	16.22	14.46	12.93	13.69	15.50	-53.9	-63.5	-67.8	-67.7	-67.3	-64.8	-72.4	-75.6	-74.0	-67.7
Rapid City, SD+	8.82	9.52	9.61	9.77	9.39	9.42	9.10	8.72	8.91	9.28	-48.0	-57.0	-55.7	-54.0	-57.9	-54.8	-72.6	-76.9	-74.8	-62.9
Sioux Falls, SD+	14.36	17.33	16.59	15.74	15.13	15.83	13.20	11.80	12.50	14.88	-56.1	-63.5	-71.8	-72.8	-69.3	-67.9	-80.2	-83.6	-82.0	-73.0

A blank row indicates insufficient data.



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.