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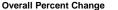
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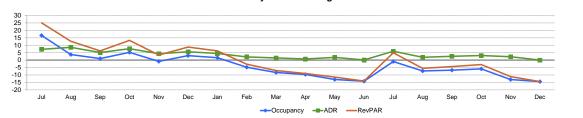
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Billings Area COC

For the Month of December 2015			Date Created: Jan 15, 2016
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Source 2016 STR. Inc.





Monthly Percent Change



Year To Date Running 12 Months 2014 2015 Occupancy (%) Nov 2013 2014 2013 Jul Aug Sep Oct Dec Jan Feb Mar Apr May Jun Ju Aug Sep Oct Nov Dec 2015 2014 2015 This Year 74.5 41.0 83.5 81.5 69.4 62.5 49.4 47.9 43.9 54.9 58.9 56.5 61.6 82.7 75.6 64.7 58.8 42.9 62.4 65.0 59.7 62.4 65.0 59.7 Last Year 71.6 78.6 68.7 59.4 49.8 46.5 43.2 57.7 64.3 62.5 70.8 86.9 83.5 81.5 69.4 62.5 49.4 47.9 67.9 62.4 65.0 67.9 62.4 65.0 Percent Change 16.6 3.7 1.1 5.2 -0.9 3.0 1.6 -4.8 -8.3 -9.7 -13.0 -14.2 -1.0 -7.3 -6.8 -5.9 -13.1 -14.4 -8.0 4.1 -8.1 -8.0 4.1 -8.1 2014 2015 Year To Date Running 12 Months ADR 2015 Jul Aug Sep Oct Nov Dec Feb Mar Apr May Aug Oct Nov Dec 2013 2014 2015 2013 2014 Jun Sep This Year 101.70 104.82 94.30 92.20 86.26 86.40 86.02 88.12 89.18 90.14 91.85 99.44 107.75 106.82 96.72 95.04 88.23 86.40 87.29 93.16 95.32 87.29 93.16 95.32 81.84 Last Year 94.80 96.52 89.74 85.64 82.69 82.33 86.26 87.91 89.48 90.20 99.31 101.70 104.82 94.30 92.20 86.26 86.40 83.68 87.29 93.16 83.68 87.29 93.16 Percent Change 7.3 8.6 5.1 7.7 4.3 5.6 4.5 2.2 1.4 0.7 1.8 0.1 6.0 1.9 2.6 3.1 2.3 0.0 4.3 6.7 2.3 4.3 6.7 2.3 2014 2015 Year To Date Running 12 Months RevPAR Jul Aug Sen Oct Nov Dec Jan Feb Mar Ap May Jun Ju Aug Sep Oct Nov Dec 2013 2014 2015 2013 2014 2015 This Year 84 94 85.42 65 44 57.64 42 59 41.42 37 77 48.39 52 56 50.92 56 54 74.11 89.14 80.71 62.58 55.91 37.86 35 44 54.49 60.55 56.95 54 49 60.55 56.95 75.83 35.57 63.84 57.64 60.55 60.55 67.90 61.62 50.88 41.18 38.08 49.76 56.51 55.96 86.28 84.94 85.42 65.44 42.59 41.42 56.77 54.49 56.77 54.49 Last Year Percent Change 25.1 12.7 6.2 13.3 3.4 8.8 6.2 -2.8 -7.0 -9.0 -11.4 -14.1 4.9 -5.5 -4.4 -3.0 -11.1 -14.4 -4.0 11.1 -5.9 -4.0 11.1 -5.9 2014 Year To Date 2015 Running 12 Months Supply Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2013 2014 2015 2013 2014 2015 This Year 132,928 138,973 134,490 138,973 134,490 138,973 141,732 128,016 141,732 139,890 144,553 139,890 144,553 144,553 139,890 144,553 139,890 144,553 1,503,850 1,576,442 1,693,805 1,503,850 1,576,442 1,693,805 Last Year 128,526 128,526 124,380 128.526 124,380 128,526 128,526 116,088 128.526 126,750 130,975 126,750 132.928 138,973 134,490 138,973 134,490 138,973 1,455,646 1.503.850 1,576,442 1,455,646 1.503.850 1,576,442 Percent Change 3.4 8.1 8.1 8.1 8.1 8.1 10.3 10.3 10.3 10.4 10.4 10.4 8.7 4.0 4.0 4.0 4.0 4.0 3.3 4.8 7.4 3.3 4.8 7.4 Running 12 Months 2014 2015 Year To Date Demand Jul Aug Sep Oc Nov Dec Feb Mar Ap May Aug Oct Nov Dec 2013 2014 2015 2013 2014 2015 Sep This Year 111 021 113,263 93,333 86,882 66,399 66,629 62,228 70,303 83,528 79,030 88,992 104,263 119,579 109 214 90,513 85,033 60.031 59,297 938,672 1 024 720 1.012.011 938,672 1 024 720 1,012,011 100.969 55.520 82.615 110.117 93.333 86.882 1.024.720 Last Year 92.048 85.410 76.354 61.938 59.809 66.973 79.269 92.699 111.021 113.263 66.399 66.629 987.659 938.672 987.659 938.672 1.024.720 Percent Change 20.6 12.2 9.3 13.8 7.2 11.4 12.1 5.0 1.1 -0.3 -4.0 -5.3 7.7 -3.6 -3.0 -2.1 -9.6 -11.0 -5.0 9.2 -1.2 -5.0 9.2 -1.2 2014 2015 Year To Date Running 12 Months Revenue Jul Aug Sen Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2013 2014 2015 2013 2014 2015 This Year 11,871,736 7,449,116 8,173,622 5,123,381 11,290,350 8,801,088 8,010,699 5,727,523 5,756,732 5,353,037 6,194,821 7,123,892 10,367,716 12,885,196 11,666,278 8,754,386 8,081,656 5,296,831 81,938,200 95,458,691 96,469,932 81,938,200 95,458,691 96,469,932 8,726,596 9,745,707 7,664,294 6,539,226 5,121,360 4,894,749 4,571,029 5,776,924 7,262,535 7,092,788 8,361,125 10,936,162 11,290,350 11,871,736 8,801,088 8,010,699 5,727,523 5,756,732 82,643,388 81,938,200 95,458,691 82,643,388 81,938,200 95,458,691 Last Year Percent Change 29.4 21.8 14.8 22.5 11.8 17.6 17.1 7.2 2.6 0.4 -2.2 -5.2 14.1 -1.7 -0.5 0.9 -7.5 -11.0 -0.9 -0.9 16.5 16.5 1.1 1.1 2014 2015 Census % Nov Dec Feb Mar Apr Oct Nov Dec Jul Aug Sep Oct Jan May Jun Ju Aug Sep Census Props 52 52 52 52 48 50 50 50 51 51 52 52 52 52 Census Rooms 4288 4483 4483 4483 4483 4483 4572 4572 4572 4663 4663 4663 4663 4663 4663 4663 4663 4663 % Rooms Participants 77.3 75.9 78.3 78.3 78.3 78.3 76.8 78.7 78.7 79.2 79.2 79.2 79.2 79.2 79.2 79.2 79.2 79.2

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Tab 3 - Response Billings Area+

Billings Area COC

For the Month of December 2015

					0		Charle	2013	1 1		1 1	_		<u> </u>		201	4			4		-	1 1	1	20		1			- 1	_		
TR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		M	<u>л</u> м		1 4	<u>د</u>	0	N D		F		м			s	0	N	\ .	F	м	۸М					N
	Best Western Plus Clocktower Inn	Billings, MT	59101	Jul 2010	Jun 1966	126	Y	• •	• •	•	• •		•	• •		•		•	•	•	• •		•		•	•	• •	•		• •	•	•	
	Best Western Plus Kelly Inn & Suites	Billings, MT	59101	Apr 2011	Dec 2006	89	•						•	• •	•	•			•	•	• •		•			•			•			•	•
	Big 5 Motel	Billings, MT	59101	Sep 1998	2000 2000	34				-		-	-		-	-		-	-	-		-	-		-	-		-			-	-	Ē
	Billings Hotel & Convention Center	Billings, MT	59101	Aug 1998	Jun 1973	235	Y	0 0	0 0	0	0 0	0	0	0 0	0	0 0	o o	0	0	0	0 0	0	0 0	o o	0	0	o c	0	0 0	0 0	0	0	0
	Cherry Tree Inn	Billings, MT	59101	Jan 1967	Jan 1967	65				-			-					-	-	-		-			-	-		-			-	-	
	Closed - Independent Townhouse Motel	Billings, MT	59101	Apr 2008	Jun 1959	0	Y																										
	Closed Howard Johnson Express Billings	Billings, MT	59101	Aug 2006	Jun 1993	0	Ŷ																										
	Crowne Plaza Billings	Billings, MT	59101	Aug 2006	Jun 1980	289	•									•			•	•			•			•						•	
	Days Inn Billings	Billings, MT	59101	Mar 1990	Mar 1990	63	Y																										
	Dude Rancher Lodge	Billings, MT	59101	Mar 1930	Mar 1949	56													•	•						•						•	-
	Econo Lodge Billings	Billings, MT	59101	Feb 2011	10101 1343	86																	•			•							
	Extended Stav America Billings West End	Billings, MT	59101	Jul 2003	Jul 2003	104																											-
	Hampton Inn Billings	Billings, MT	59101	Jun 2000	Jun 2000	120	V																										
	Hilltop Inn	Billings, MT	59101	Jun 1997	Jun 1997	57	v							• •					•	•			•			-	•			• •		-	•
	Holiday Inn Express Billings East	Billings, MT	59101	Jun 2002	Jun 2002	66														•													
	Holiday Inn The Grand Montana Billings	Billings, MT	59101	Nov 1972	Nov 1972	316	Y																										
	Howard Johnson Billings	Billings, MT	59101	Dec 2009	Jun 1972	116	Y																										ī
	Kelly Inn Billings	Billings, MT	59101	May 2011	Jul 1995	80																											
	a Quinta Inns & Suites Billings	Billings, MT	59101	Aug 2014	Aug 2014	85		0 0	• •		• •		• •	• •	•	•	•••	•	•	• •	• •		•										÷
	_azy KT Motel	Billings, MT	59101	Jun 1937	Jun 1937	26															•	•	• •	• •	•	•	• •	•	• •	• •	•	•	•
	Lazy KT Motel	Billings, MT	59101	Apr 2014	Apr 2014	79								_						-													
					Apr 2014	57																											
	Lewis & Clark Inn	Billings, MT	59101	Oct 1997																-					-		_						
	Motel 6 Billings	Billings, MT	59101	May 1974	May 1974	99		• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	• •	• •	•	•	• •	•	• •	• •	•	•	٠
	Motel 6 Billings North	Billings, MT	59101	May 2010	Dec 1976	116		• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	•	• •	•	•	• •	•	• •	• •	•	•	•
	My Place Hotel Billings	Billings, MT	59101	Jul 2014	Jul 2014	64																											
	Northern Hotel	Billings, MT	59101	Mar 2013	Feb 1942	160	Y		• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	• •	• •	•	•	• •	•	• •	• •	•	•	٠
	Parkway Motel	Billings, MT	59101	Jun 1956	Jun 1956	22																											
	Picture Court Motel	Billings, MT	59101	Jun 1950	Jun 1950	20				_							_	_		_	_			_				_		_	_		
	Rimrock Inn	Billings, MT	59101	Jun 1939	Jun 1939	69	Y																										
	Rimview Inn	Billings, MT	59101	Jun 1975	Jun 1975	54											_			_	_												
	Riversage Billings Inn	Billings, MT	59101	Feb 1986	Feb 1986	59																											
	Rodeway Inn Billings	Billings, MT	59101	Oct 2010	Jun 1965	46		• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	•	• •	•	•	• •	•	• •	• •	•	•	•
	Sleep Inn Billings	Billings, MT	59101	Jun 1995	Jun 1995	74		• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	•	• •	•	•	• •	•	• •	• •	•	•	•
	Super 8 Billings	Billings, MT	59101	Feb 1982	Feb 1982	106		• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	•	• •	•	•	• •	•	• •	• •	•	•	•
	The Vegas Motel	Billings, MT	59101	Jun 1960	Jun 1960	74	Y																										
	Nar Bonnet Inn	Billings, MT	59101	Jun 1971	Jun 1971	101																											
	Nestern Inn	Billings, MT	59101	Feb 1997	Jun 1960	38																											
	Ascend Collection Big Horn Resort	Billings, MT	59102	Oct 2012	Aug 2007	108	Y	• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	•	• •	•	•	• •	•	• •	• •	•	•	٠
31210	C`mon Inn	Billings, MT	59102	May 1995	May 1995	80																											
48741 0	Closed Overpass Motel	Billings, MT	59102	Jun 2008	Jun 1955	0	Y																										
28874	Comfort Inn Billings	Billings, MT	59102	Jul 1992	Jul 1992	60		• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	•	• •	•	•	• •	•	• •	• •	•	•	•
29316 F	Fairfield Inn & Suites Billings	Billings, MT	59102	Mar 1993	Mar 1993	60	Y	• •	• •	•	•	•	•	• •	•	•	• •	•	•	•	• •	•	•	• •	•	•	• •	•	• •	• •	•	•	•
58007 H	Hampton Inn Suites Billings West I 90	Billings, MT	59102	Dec 2008	Dec 2008	101		• •	• •	•	•	•	•	• •	•	•		•	•	•	• •	•	•		•	•	• •	•	•	• •	•	•	•
56658 H	Hilton Garden Inn Billings	Billings, MT	59102	Jan 2008	Jan 2008	128		• •	• •	•	•	•	•	• •	•	•		•	•	•	• •	•	•		•	•	• •	•	• (• •	•	•	•
62373 H	Holiday Inn Express & Suites Billings West	Billings, MT	59102	Jan 2015	Jan 2015	89																				•	• •	•	• •	• •	•	•	•
63066 H	Homewood Suites Billings	Billings, MT	59102	Aug 2014	Aug 2014	110																•	•		•	•	• •	•	•	• •	•	•	•
54584 L	exinaton Inn & Suites Billings	Billings, MT	59102	Jun 2011	Dec 2006	87		• •	• •		•		•			•			•	•		•	•		•	•			•		•	•	•
26062	Quality Inn Homestead Park Billings	Billings, MT	59102	Oct 1986	Oct 1986	118	Y	• •	• •	•	•		•		•	•		•	•	•	• •		•		•	•		•	•		•	•	
	Residence Inn Billings	Billings, MT	59102	Sep 2007	Sep 2007	92													•	•			•			•			•			•	
	Springhill Suites Billings	Billings, MT	59102	Sep 2004	Sep 2004	79					•		•	• •	•	•			•	•	• •		•			•			•			•	
	FownePlace Suites Billings	Billings, MT	59102	Apr 2015	Apr 2015	91																							•			•	
	Vestern Executive Inn	Billings, MT	59102	Oct 2003	Oct 2003	40																						-					1
	Boothill Inn & Suites	Billings, MT	59105	Sep 2000	Sep 2000	69												-							-			-			-		•
	Closed Airport Metra Inn	Billings, MT	59105	Jun 2001	CCP 2000	03	Y					-			-			-	-	-	- •	-			-	-		-		•	-	•	1
	Country Inn & Suites Billings	Billings, MT	59105	Dec 2002	Dec 2002	67																-			-						-		~
	Heights Inn Motel	Billings, MT	59105	Jun 1980	Jun 1980	33						•							-	•			•			•				• •			"
		Dillings, Mi	Total Prope		56				Nonth																	1 I			<u> </u>		1		_

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

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Tab 4 - Multi-Segment

Billings Area COC For the month of: December 2015

	Current Month - December 2015 vs December 2014																Participation											
	Occ	%	AI	DR	Rev	PAR	Percent Change from December 2014				4	Occ	%	ADR		RevPAR			Percen	t Change	from YT	D 2014		Prope	erties	Roo	ms	
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	53.0	52.6	115.81	113.15	61.41	59.51	0.8	2.4	3.2	4.7	1.5	2.3	65.6	64.4	120.01	114.92	78.67	74.04	1.7	4.4	6.3	7.4	1.1	2.9	52503	31414	4969058	3637968
Montana	37.9	39.9	80.68	79.77	30.62	31.79	-4.8	1.1	-3.7	-1.8	2.0	-2.9	58.9	59.8	98.66	95.73	58.14	57.28	-1.5	3.1	1.5	4.1	2.5	1.0	438	209	28518	18094
Billings Area, MT+	41.0	47.9	86.40	86.40	35.44	41.42	-14.4	0.0	-14.4	-11.0	4.0	-11.0	59.7	65.0	95.32	93.16	56.95	60.55	-8.1	2.3	-5.9	1.1	7.4	-1.2	52	34	4663	3691
Bismarck, ND+	47.0	52.7	90.55	92.11	42.57	48.59	-10.9	-1.7	-12.4	-9.2	3.6	-7.6	64.6	70.1	94.89	96.10	61.29	67.34	-7.8	-1.3	-9.0	-3.0	6.5	-1.8	33	30	3120	2964
Boise, ID+	53.8	53.2	90.11	85.94	48.46	45.68	1.2	4.8	6.1	4.4	-1.6	-0.4	71.5	66.2	95.38	87.52	68.19	57.94	8.0	9.0	17.7	16.7	-0.8	7.1	48	38	4884	4250
Bozeman, MT+	52.5	45.8	81.88	77.19	42.96	35.36	14.6	6.1	21.5	29.2	6.3	21.8	67.9	65.4	104.86	98.89	71.23	64.69	3.8	6.0	10.1	15.5	4.9	9.0	31	19	2370	1714
Great Falls, MT+	40.9	43.3	75.69	76.51	30.97	33.10	-5.4	-1.1	-6.4	-5.1	1.5	-4.0	57.5	58.6	81.77	83.72	46.99	49.04	-1.9	-2.3	-4.2	-3.8	0.5	-1.5	30	18	2275	1796
Helena, MT+	36.5	37.0	82.24	83.03	30.04	30.74	-1.3	-1.0	-2.3	-2.3	0.0	-1.3	60.6	57.8	88.60	87.49	53.66	50.56	4.8	1.3	6.1	6.1	0.0	4.8	19	17	1552	1395
Madison, WI+	43.5	41.7	97.80	91.16	42.50	38.02	4.2	7.3	11.8	11.7	-0.1	4.1	64.7	65.0	112.26	105.09	72.69	68.32	-0.4	6.8	6.4	9.6	3.1	2.6	62	51	7032	6347
Missoula, MT+	36.8	35.5	74.28	75.01	27.34	26.64	3.6	-1.0	2.6	2.6	0.0	3.6	60.9	59.1	92.65	89.97	56.45	53.16	3.1	3.0	6.2	8.9	2.5	5.7	42	26	3193	2320
Rapid City, SD+	37.5	37.2	70.52	69.80	26.43	25.99	0.6	1.0	1.7	3.1	1.4	2.1	58.1	58.5	97.93	91.23	56.88	53.34	-0.7	7.3	6.6	7.6	0.9	0.3	52	31	4527	3430
Sioux Falls, SD+	44.6	46.6	80.95	77.98	36.12	36.31	-4.2	3.8	-0.5	1.3	1.8	-2.4	62.7	63.0	85.07	81.35	53.36	51.27	-0.5	4.6	4.1	6.4	2.2	1.8	58	45	5103	4301

A blank row indicates insufficient data.

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Tab 5 - Help

All data is processed by STR using both the current and historical sampling of hotels. For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment. The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100. Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as ((TY - LY) / LY) * 100.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)* "100"

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.