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Billings Area COC

For the Month of December 2016

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United States

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Date Created: Jan 17, 2017

For the Month of December 2016

Monthly Percent Change

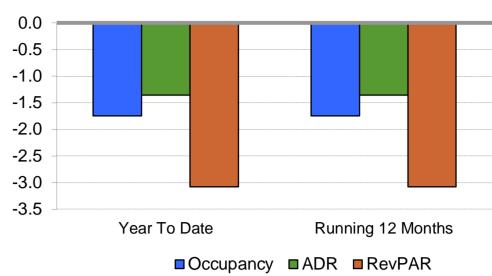


Occupancy (%)			20	015								20	016							Year To Date		F	Running 12 Month	IS
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014	2015	2016	2014	2015	2016
This Year	82.8	75.4	64.5	58.8	42.9	41.0	39.0	51.2	50.1	61.6	62.6	76.0	75.4	76.1	70.6	58.4	45.3	38.1	65.0	59.7	58.6	65.0	59.7	58.6
Last Year	83.5	80.5	69.5	62.5	49.4	48.0	43.9	54.9	59.0	56.5	61.4	74.3	82.8	75.4	64.5	58.8	42.9	41.0	62.4	65.0	59.7	62.4	65.0	59.7
Percent Change	-0.9	-6.3	-7.2	-5.9	-13.1	-14.6	-11.3	-6.9	-15.1	9.1	1.9	2.3	-8.9	1.0	9.5	-0.7	5.6	-7.0	4.1	-8.1	-1.7	4.1	-8.1	-1.7
ADR			2	015								20	016							Year To Date		F	Running 12 Month	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014	2015	2016	2014	2015	2016
This Year	107.77	107.12	97.07	94.97	88.18	86.49	84.66	90.09	86.63	88.90	91.10	98.39	102.39	106.58	98.61	91.48	88.41	85.33	93.15	95.45	94.15	93.15	95.45	94.15
Last Year	101.76	104.92	94.26	92.16	86.18	86.31	86.09	88.25	89.21	90.06	92.04	99.81	107.77	107.12	97.07	94.97	88.18	86.49	87.29	93.15	95.45	87.29	93.15	95.45
Percent Change	5.9	2.1	3.0	3.0	2.3	0.2	-1.7	2.1	-2.9	-1.3	-1.0	-1.4	-5.0	-0.5	1.6	-3.7	0.3	-1.3	6.7	2.5	-1.4	6.7	2.5	-1.4
RevPAR			2	015								20	016							Year To Date		F	Running 12 Month	IS
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014	2015	2016	2014	2015	2016
This Year	89.22	80.79	62.58	55.88	37.86	35.42	33.01	46.08	43.40	54.79	57.00	74.77	77.25	81.15	69.60	53.43	40.09	32.51	60.50	56.98	55.22	60.50	56.98	55.22
Last Year	85.00	84.46	65.48	57.65	42.58	41.40	37.83	48.48	52.61	50.88	56.50	74.15	89.22	80.79	62.58	55.88	37.86	35.42	54.49	60.50	56.98	54.49	60.50	56.98
Percent Change	5.0	-4.4	-4.4	-3.1	-11.1	-14.4	-12.7	-5.0	-17.5	7.7	0.9	0.8	-13.4	0.5	11.2	-4.4	5.9	-8.2	11.0	-5.8	-3.1	11.0	-5.8	-3.1
Supply			20	015								20	016							Year To Date		i	Running 12 Month	IS
Сарру	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014	2015	2016	2014	2015	2016
This Year	144,398	144,398	139,740	144,398	139,740	144,398	144,398	130,424	144,398	139,740	144,398	139,740	144,398	147,095	142,350	147,095	145,200	150,040	1,574,912	1,691,980	1,719,276	1,574,912	1,691,980	1,719,276
Last Year	132,773	138,818	134,340	138,818	134,340	138,818	141,577	127,876	141,577	139,740	144,398	139,740	144,398	144,398	139,740	144,398	139,740	144,398	1,503,850	1,574,912	1,691,980	1,503,850	1,574,912	1,691,980
Percent Change	8.8	4.0	4.0	4.0	4.0	4.0	2.0	2.0	2.0	0.0	0.0	0.0	0.0	1.9	1.9	1.9	3.9	3.9	4.7	7.4	1.6	4.7	7.4	1.6
Demand			2	015								20	016							Year To Date		F	Running 12 Month	IS
Bomana	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014	2015	2016	2014	2015	2016
This Year	119,551	108,896	90,090	84,963	59,994	59,138	56,303	66,718	72,343	86,123	90,346	106,196	108,940	111,999	100,470	85,908	65,834	57,172	1,022,915	1,009,991	1,008,352	1,022,915	1,009,991	1,008,352
Last Year		111,748	93,321	86,830	66,379	66,580	62,216	70,254	83,497	78,940	88,649	103,803	119,551	108,896	90,090	84,963	59,994	59,138	938,672	1,022,915	1,009,991	938,672	1,022,915	1,009,991
Percent Change	7.8	-2.6	-3.5	-2.2	-9.6	-11.2	-9.5	-5.0	-13.4	9.1	1.9	2.3	-8.9	2.8	11.5	1.1	9.7	-3.3	9.0	-1.3	-0.2	9.0	-1.3	-0.2
Revenue			_	015	•	_		_ .			•-		016		-					Year To Date			Running 12 Month	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014	2015	2016	2014	2015	2016
This Year		11,665,317	8,745,158	8,068,624	5,290,055	5,114,929	4,766,818	6,010,355	6,267,218	7,656,240	8,230,619	10,448,315	11,154,876	11,937,153	9,907,348	7,858,793	5,820,394	4,878,237	95,279,948	96,402,361	94,936,366	95,279,948	96,402,361	94,936,366
	11,286,242	11,725,094	8,795,998	8,002,455	5,720,473	5,746,490	5,356,469	6,199,977	7,448,693	7,109,470	8,158,855	10,361,045	12,883,769	11,665,317	8,745,158	8,068,624	5,290,055	5,114,929	81,938,200	95,279,948	96,402,361	81,938,200	95,279,948	96,402,361
Percent Change	14.2	-0.5	-0.6	0.8	-7.5	-11.0	-11.0	-3.1	-15.9	7.7	0.9	0.8	-13.4	2.3	13.3	-2.6	10.0	-4.6	16.3	1.2	-1.5	16.3	1.2	-1.5
				~ ~ ~														1						
Census %	Iz -1	A		015 Oct	N	Dee	le	F _4	N	A			016	A	6	0-1	N	Dec						
Conque Dross	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec E4						
Census Props	52	52	52	52	52	52	52	52	52	52	52	52	52	53	53	53	54	54						
Census Rooms	4658	4658	4658	4658	4658	4658	4658	4658	4658	4658	4658	4658	4658	4745	4745	4745	4840	4840						
% Rooms Participants	79.1	79.1	79.1	79.1	79.1	79.1	77.8	72.3	79.1	79.1	79.1	79.1	79.1	77.7	79.5	79.5	78.0	78.8						

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Overall Percent Change



Currency: USD - US Dollar

Source 2017 STR, Inc.

Tab 3 - Response Billings Area+

Billings Area COC

For the Month of December 2016

							<u> </u>	2014							- 1	20			1			1				016	1 2	-	-				<u> </u>	a de la calega de
TR Code	Name of Establishment	City & State	Zip Code	Aff Data	Open Date		Chg in		-				a s			、	F	M /				, c	, o									e	0	
	Best Western Plus Clocktower Inn	Billings, MT	59101	Jul 2010	Jun 1966	126	Rms V	JF	- IVI			J	A 3	0		JJ	F		4 IVI	J	J	A 3					IVI			J	A	3		
	Best Western Plus Kelly Inn & Suites	Billings, MT	59101	Apr 2011	Dec 2006	89																												
	Big 5 Motel	Billings, MT	59101	Sep 1998	Dec 2000	34			•	•••	•	• •		•	•••	•	•	•••		-			-			-	-	• •		-	•	•		Ť
	Cherry Tree Inn	Billings, MT	59101	Jan 1967	Jan 1967	65																												Ŧ
	Closed - Independent Townhouse Motel	Billings, MT	59101	Apr 2008	Jun 1959	0	Y																											dr.
	Closed Howard Johnson Express Billings	Billings, MT	59101	Aug 2006		0	Y																											T
	Comfort Suites Billings	Billings, MT	59101	Aug 2016		87	•																									•	• •	
	Days Inn Billings	Billings, MT	59101	Mar 1990	Mar 1990	63	Y		•	• •	•	• •		•		•	•	• •	•	•	• •		•	• •		•	•	• •		•	•	•	• •	
	DoubleTree Billings	Billings, MT	59101	Aug 2016		289			•	• •	•	• •		•	• •	•	•	• •	•	•	•		•	•		•	•	•		•	•	•		Ē
	Dude Rancher Lodge	Billings, MT	59101	Mar 1949	Mar 1949	56		0 0	0	0 0	0	0 0		0	0 0	0	0	0 0	0	0	0 0		0	0 0		0	0	0 0		0	0	0 0	0 C	Т
	Econo Lodge Billings	Billings, MT	59101	Feb 2011	Jan 1982	86		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	• •	•
	Extended Stay America Billings West End	Billings, MT	59101	Jul 2003	Jul 2003	104		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
	Hampton Inn Billings	Billings, MT	59101	Jun 2000	Jun 2000	120	Y	• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	• •	•
	Hilltop Inn	Billings, MT	59101	Jun 1997	Jun 1997	57	Y												1.			-			1		_		_				T	Т
	Holiday Inn Express Billings East	Billings, MT	59101	Jun 2002	Jun 2002	66		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	e
	Home2 Suites Billings	Billings, MT	59101	Nov 2016	Nov 2016	95													1						1								T	e
	Howard Johnson Billings	Billings, MT	59101	Dec 2009	Jun 1972	116	Y		•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	•
	Kelly Inn Billings	Billings, MT	59101	May 2011	Jul 1995	80		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
	La Quinta Inns & Suites Billings	Billings, MT	59101	Aug 2014	Aug 2014	85						•	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	•
	Lazy KT Motel	Billings, MT	59101	Jun 1937	Jun 1937	26													1.						1		_						T	Т
	Ledgestone Hotel Billings	Billings, MT	59101	Apr 2014	Apr 2014	79																												dr.
	Lewis & Clark Inn	Billings, MT	59101	Oct 1997		57						- 1			-			-	17						1.								T	Т
	Motel 6 Billings	Billings, MT	59101	May 1974	May 1974	99		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	e
	Motel 6 Billings North	Billings, MT	59101	May 2010	-	116		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
	My Place Hotel Billings	Billings, MT	59101	Jul 2014	Jul 2014	64																												d.
	Northern Hotel	Billings, MT	59101	Mar 2013	Feb 1942	160	Y	• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
24044 F	Parkway Motel	Billings, MT	59101	Jun 1956	Jun 1956	22																												
	Picture Court Motel	Billings, MT	59101	Jun 1950	Jun 1950	20																				_							T	Т
1572 F	Radisson Hotel Billings	Billings, MT	59101	Feb 2016	Nov 1972	316	Y	• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•		•	•	•	•	•	•	• •	•
	Red Lion Hotel & Convention Center Billings	Billings, MT	59101	Oct 2016	Jun 1973	230	Y	0 0	0	0 0	0	0 0	0	0	0 0	0	0	0 0	0	0	0 0	0	0	0	0	0	0	0 0	0	0	0	0	• •	e
15328 F	Rimrock Inn	Billings, MT	59101	Jun 1939	Jun 1939	69	Y																											
19787 F	Rimview Inn	Billings, MT	59101	Jun 1975	Jun 1975	54																											T	Т
15324 F	Riversage Billings Inn	Billings, MT	59101	Feb 1986	Feb 1986	59																												
16763 F	Rodeway Inn Billings	Billings, MT	59101	Oct 2010	Jun 1965	46		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
31209 \$	Sleep Inn Billings	Billings, MT	59101	Jun 1995	Jun 1995	74		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	¢
8705 \$	Super 8 Billings	Billings, MT	59101	Feb 1982	Feb 1982	106		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
16764	The Vagas Hotel	Billings, MT	59101	Jun 1971	Jun 1971	101																												
43169	The Vegas Motel	Billings, MT	59101	Jun 1960	Jun 1960	74	Y																											Т
7384	Western Inn	Billings, MT	59101	Feb 1997	Jun 1960	38																												
55679 A	Ascend Collection Big Horn Resort	Billings, MT	59102	Oct 2012	Aug 2007	108	Y	• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
28874 E	Baymont Inn & Suites Billings	Billings, MT	59102	Jan 2016	Jul 1992	60		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•		•	•	•	•	•	•	•	• •	e
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																											
29316 F	Fairfield Inn & Suites Billings	Billings, MT	59102	Mar 1993	Mar 1993	60	Y	• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	e
58007 H	Hampton Inn Suites Billings West I 90	Billings, MT	59102	Dec 2008	Dec 2008	101		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	• •	e
56658 H	Hilton Garden Inn Billings	Billings, MT	59102	Jan 2008	Jan 2008	128		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
62373 H	Holiday Inn Express & Suites Billings West	Billings, MT	59102	Jan 2015	Jan 2015	89											•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	e
63066 H	Homewood Suites Billings	Billings, MT	59102	Aug 2014	Aug 2014	110							•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	• •	e
54584 L	Lexington Inn & Suites Billings	Billings, MT	59102	Jun 2011	Dec 2006	87		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	• •	e
26062	Quality Inn Homestead Park Billings	Billings, MT	59102	Oct 1986	Oct 1986	118	Y	• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	• •	e
56217 F	Residence Inn Billings	Billings, MT	59102	Sep 2007	Sep 2007	92		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	• •	e
	Springhill Suites Billings	Billings, MT	59102	Sep 2004	Sep 2004	79		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	e
63262	TownePlace Suites Billings	Billings, MT	59102	Apr 2015	Apr 2015	91												•	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	• •	e
52007	Western Executive Inn	Billings, MT	59102	Oct 2003	Oct 2003	40																												T
44728 E	Boothill Inn & Suites	Billings, MT	59105	Sep 2000	Sep 2000	69		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	• •	C
16765	Closed Airport Metra Inn	Billings, MT	59105	Jun 2001		0	Y																											Т
44426	Country Inn & Suites Billings	Billings, MT	59105	Dec 2002	Dec 2002	67		• •	•	• •	•	• •	•	•	• •	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	e
46101 H	Heights Inn Motel	Billings, MT	59105	Jun 1980	Jun 1980	33																												T
			Total Prope		58	4840		0 -		-	_				_								_	and the second sec			-							

 Monthly and daily data received to 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 3 - Response Billings Area+

Billings Area COC

For the Month of December 2016

							2014		2015	2016
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date Rooms	Chg in Rms	JF	мам	JJASONDJF	M A M J J A S O N D J F M A M J J A S O N D
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Tab 4 - Multi-Segment

Billings Area COC

For the month of: December 2016

				Current	Month -	Decembe	er 2016 vs	Decemb	er 2015							Year to	Date - De	ecember	2016 vs I	Decemb	er 2015					Parti	cipation	
	Occ	%	AC	DR	Rev	PAR	Pe	ercent Ch	ange fro	om Decen	nber 201	5	Occ	%	A	R	RevF	PAR		Percen	t Change	from YT	D 2015		Prope	rties	Roo	ms
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	52.9	53.0	119.01	116.23	62.98	61.58	-0.1	2.4	2.3	4.2	1.8	1.7	65.5	65.4	123.97	120.30	81.19	78.68	0.1	3.1	3.2	4.8	1.6	1.7	53191	32291	5045026	3742771
Montana	37.3	37.7	81.01	80.85	30.22	30.47	-1.0	0.2	-0.8	0.5	1.3	0.3	58.5	58.8	101.52	98.83	59.35	58.12	-0.6	2.7	2.1	3.4	1.3	0.7	442	216	28682	18631
Billings Area, MT+	38.1	41.0	85.33	86.49	32.51	35.42	-7.0	-1.3	-8.2	-4.6	3.9	-3.3	58.6	59.7	94.15	95.45	55.22	56.98	-1.7	-1.4	-3.1	-1.5	1.6	-0.2	54	35	4840	3812
Bismarck, ND+	61.1	47.0	87.86	90.51	53.64	42.56	29.9	-2.9	26.1	26.1	0.0	29.9	65.5	64.6	90.88	94.86	59.50	61.27	1.4	-4.2	-2.9	-2.1	0.9	2.2	33	29	3120	2874
Boise, ID+	54.9	53.7	89.91	90.12	49.33	48.43	2.1	-0.2	1.9	5.6	3.7	5.9	76.0	71.4	100.75	95.31	76.59	68.05	6.5	5.7	12.5	13.6	0.9	7.5	50	37	5065	4133
Bozeman, MT+	52.7	52.8	80.83	82.57	42.62	43.61	-0.2	-2.1	-2.3	-2.3	0.0	-0.2	70.3	67.8	110.37	105.13	77.60	71.25	3.7	5.0	8.9	11.2	2.1	5.9	30	20	2306	1756
Great Falls, MT+	39.6	40.3	78.42	76.33	31.07	30.73	-1.6	2.7	1.1	-3.9	-5.0	-6.5	57.7	57.4	83.79	81.82	48.35	46.94	0.6	2.4	3.0	0.2	-2.7	-2.1	29	17	2162	1683
Helena, MT+	40.4	36.5	84.91	82.41	34.33	30.07	10.8	3.0	14.1	14.1	0.0	10.8	59.4	60.5	91.98	88.68	54.61	53.67	-1.9	3.7	1.7	1.7	0.0	-1.9	19	17	1552	1395
Madison, WI+	44.4	43.5	96.90	97.96	42.98	42.62	1.9	-1.1	0.8	2.4	1.5	3.5	66.8	64.8	116.70	112.52	77.96	72.89	3.1	3.7	7.0	7.4	0.4	3.5	62	51	7100	6551
Missoula, MT+	36.7	36.7	77.53	74.69	28.48	27.38	0.2	3.8	4.0	4.0	-0.1	0.1	62.6	60.9	96.56	92.86	60.47	56.57	2.8	4.0	6.9	7.1	0.2	3.0	43	26	3210	2318
Rapid City, SD+	36.8	37.3	72.05	70.87	26.48	26.46	-1.6	1.7	0.1	0.1	-0.0	-1.6	58.4	58.1	98.83	98.13	57.68	56.98	0.5	0.7	1.2	1.8	0.5	1.1	52	32	4526	3579
Sioux Falls, SD+	45.8	45.0	81.68	82.03	37.44	36.94	1.8	-0.4	1.4	1.3	-0.0	1.8	63.6	62.9	88.98	86.22	56.58	54.19	1.2	3.2	4.4	6.7	2.2	3.4	58	45	4977	4300

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Currency: USD - US Dollar

Source 2017 STR, Inc.

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.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract. Rooms sold under such allotments should be classified as transient.

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.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

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.

Transient Rooms

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates. Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average