Quality Inn & Suites Mansfield Monthly STAR Report

For the Month of: November 2014   **STR #: 24051**   **Date Created: December 18, 2014**

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Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

November 2014

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	49.5	41.0	120.8	68.28	84.04	81.2	33.82	34.47	98.1
Year To Date	52.2	58.8	88.8	78.04	90.10	86.6	40.73	52.95	76.9
Running 3 Month	63.9	54.7	116.8	71.95	85.94	83.7	45.98	47.01	97.8
Running 12 Month	50.0	57.2	87.4	77.99	89.49	87.2	38.99	51.20	76.2

November 2014 vs. 2013 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	22.6	0.1	22.5	-6.6	5.1	-11.1	14.5	5.2	8.8
Year To Date	1.4	5.5	-3.8	-0.2	-1.0	0.8	1.3	4.5	-3.0
Running 3 Month	26.8	7.5	17.9	-3.0	3.4	-6.2	23.0	11.2	10.6
Running 12 Month	1.3	5.8	-4.3	0.3	-0.5	0.8	1.6	5.3	-3.5

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Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Quality Inn & Suites Mansfield   500 N Trimble Rd   Mansfield, OH 44906-2102   Phone: (419) 529-1000

STR # 24051   ChainID: OH106   MgtCo: CP Management Company   Owner: None

For the Month of: November 2014   Date Created: December 18, 2014   Monthly Competitive Set Data Excludes Subject Property

Occupancy (%)

	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Quality Inn & Suites Mansfield	49.5	22.6	52.2	1.4	63.9	26.8	50.0	1.3
Market: Ohio Area	51.9	4.2	59.8	3.4	58.9	5.3	58.4	3.2
Market Class: Midscale Class	47.1	6.7	54.5	4.8	53.9	6.3	53.0	4.6
Tract: Ohio North Area	48.8	-1.5	59.0	2.4	59.6	2.8	57.6	2.8
Tract Scale: Midscale Chains	51.2	-1.0	62.5	3.3	63.1	4.1	61.0	3.5
Competitive Set: Competitors	41.0	0.1	58.8	5.5	54.7	7.5	57.2	5.8

Supply

	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
	0.0	0.0	0.0	0.0
	3.5	1.7	2.8	1.6
	4.1	0.1	3.8	0.0
	3.2	1.3	3.2	1.3
	3.3	-0.8	2.4	-0.7
	0.0	0.0	0.0	0.0

Average Daily Rate

	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Quality Inn & Suites Mansfield	68.28	-6.6	78.04	-0.2	71.95	-3.0	77.99	0.3
Market: Ohio Area	82.23	4.0	85.79	3.0	85.00	4.1	85.34	3.0
Market Class: Midscale Class	73.63	0.9	78.24	1.4	75.89	1.0	77.86	1.5
Tract: Ohio North Area	82.14	3.3	85.87	2.5	85.40	3.6	85.43	2.4
Tract Scale: Midscale Chains	90.91	1.9	95.17	1.5	94.05	1.8	94.69	1.5
Competitive Set: Competitors	84.04	5.1	90.10	-1.0	85.94	3.4	89.49	-0.5

Demand

	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
	22.6	1.4	26.8	1.3
	7.8	5.1	8.3	4.9
	11.1	4.9	10.3	4.6
	1.6	3.7	6.1	4.1
	2.2	2.5	6.7	2.8
	0.1	5.5	7.5	5.8

RevPAR

	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Quality Inn & Suites Mansfield	33.82	14.5	40.73	1.3	45.98	23.0	38.99	1.6
Market: Ohio Area	42.68	8.4	51.33	6.4	50.08	9.6	49.82	6.3
Market Class: Midscale Class	34.64	7.7	42.62	6.2	40.92	7.4	41.27	6.2
Tract: Ohio North Area	40.09	1.7	50.68	4.9	50.88	6.5	49.21	5.2
Tract Scale: Midscale Chains	46.54	0.9	59.52	4.9	59.36	6.0	57.79	5.0
Competitive Set: Competitors	34.47	5.2	52.95	4.5	47.01	11.2	51.20	5.3

Revenue

	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
	14.5	1.3	23.0	1.6
	12.1	8.2	12.7	8.0
	12.1	6.3	11.5	6.2
	5.0	6.3	9.9	6.5
	4.2	4.1	8.6	4.3
	5.2	4.5	11.2	5.2

Census/Sample - Properties & Rooms

	Census Properties	Census Rooms	Sample Properties	Sample Rooms	Sample % Rooms
Market: Ohio Area	646	46038	414	33747	73.3
Market Class: Midscale Class	92	7263	68	5681	78.2
Tract: Ohio North Area	187	11305	111	8245	72.9
Tract Scale: Midscale Chains	68	5103	67	5007	98.1
Competitive Set: Competitors	6	481	6	481	100.0

Pipeline

Market: Ohio Area

Under Construction Properties	Under Construction Rooms	Planning Properties	Planning Rooms
17	1657	22	1880

See Help page for pipeline definitions.

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Tab 4 - Competitive Set Report

Quality Inn & Suites Mansfield   500 N Trimble Rd   Mansfield, OH 44906-2102   Phone: (419) 529-1000
STR # 24051   ChainID: OH106   MgtCo: CP Management Company   Owner: None
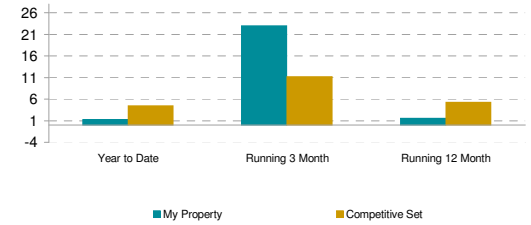For the Month of: November 2014   Date Created: December 18, 2014   Monthly Competitive Set Data Excludes Subject Property

Monthly Indexes
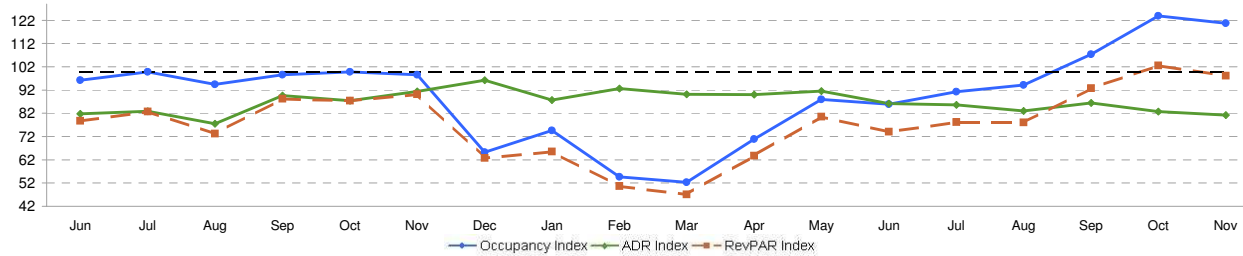
RevPAR Percent Change

Occupancy (%)

	2013							2014											Year To Date			Running 3 Month			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2012	2013	2014	2012	2013	2014	2012	2013	2014
My Property	66.4	70.9	63.1	56.3	54.3	40.4	26.4	26.6	26.7	26.2	40.7	57.0	61.3	72.2	70.0	68.0	73.8	49.5	48.6	51.4	52.2	44.9	50.4	63.9	46.8	49.4	50.0
Competitive Set	68.9	71.0	66.8	57.1	54.4	41.0	40.4	35.7	49.0	50.1	57.4	64.8	71.3	79.0	74.3	63.3	59.6	41.0	57.7	55.7	58.8	51.8	50.9	54.7	55.9	54.1	57.2
Index (MPI)	96.3	99.8	94.5	98.5	99.9	98.6	65.2	74.6	54.6	52.3	70.9	88.0	85.9	91.3	94.2	107.4	123.9	120.8	84.2	92.3	88.8	86.6	99.1	116.8	83.6	91.3	87.4
Rank	6 of 7	5 of 7	6 of 7	5 of 7	5 of 7	4 of 7	7 of 7	6 of 7	7 of 7	7 of 7	6 of 7	5 of 7	6 of 7	6 of 7	5 of 7	3 of 7	2 of 7	3 of 7	6 of 7	6 of 7	5 of 7	6 of 7	6 of 7	2 of 7	6 of 7	6 of 7	5 of 7

% Chg

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2012	2013	2014	2012	2013	2014	2012	2013	2014
My Property	1.3	7.5	17.0	13.6	4.4	22.9	-2.3	5.1	-35.7	-36.1	-17.6	0.6	-7.7	1.8	11.0	20.8	36.0	22.6	13.2	5.9	1.4	-6.0	12.2	26.8	15.1	5.6	1.3
Competitive Set	-5.8	-5.8	-5.7	-3.4	4.4	-7.4	11.7	-7.6	14.0	0.6	-0.6	2.0	3.4	11.3	11.3	10.9	9.6	0.1	2.9	-3.5	5.5	-7.9	-1.8	7.5	2.9	-3.4	5.8
Index (MPI)	7.5	14.2	24.1	17.6	-0.1	32.8	-12.5	13.7	-43.6	-36.5	-17.0	-1.3	-10.7	-8.5	-0.4	8.9	24.1	22.5	10.1	9.7	-3.8	2.1	14.3	17.9	11.8	9.3	-4.3
Rank	2 of 7	1 of 7	1 of 7	1 of 7	4 of 7	1 of 7	6 of 7	3 of 7	7 of 7	7 of 7	7 of 7	5 of 7	6 of 7	6 of 7	4 of 7	2 of 7	1 of 7	1 of 7	1 of 7	1 of 7	5 of 7	3 of 7	1 of 7	1 of 7	1 of 7	2 of 7	5 of 7

ADR

	2013							2014											Year To Date			Running 3 Month			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2012	2013	2014	2012	2013	2014	2012	2013	2014
My Property	84.19	85.08	86.39	74.33	74.87	73.10	76.88	71.55	74.59	73.47	77.03	83.52	79.52	87.50	84.86	74.61	71.95	68.28	72.19	78.17	78.04	70.11	74.20	71.95	71.72	77.77	77.99
Competitive Set	102.92	102.61	111.49	82.98	85.57	79.95	79.91	81.53	80.47	81.51	85.57	91.24	92.25	102.18	102.27	86.26	86.88	84.04	87.32	90.98	90.10	83.15	83.12	85.94	86.70	89.98	89.49
Index (ARI)	81.8	82.9	77.5	89.6	87.5	91.4	96.2	87.8	92.7	90.1	90.0	91.5	86.2	85.6	83.0	86.5	82.8	81.2	82.7	85.9	86.6	84.3	89.3	83.7	82.7	86.4	87.2
Rank	7 of 7	7 of 7	7 of 7	6 of 7	6 of 7	5 of 7	3 of 7	5 of 7	4 of 7	5 of 7	6 of 7	5 of 7	6 of 7	7 of 7	6 of 7	6 of 7	7 of 7	7 of 7	6 of 7	6 of 7	6 of 7	6 of 7	6 of 7	7 of 7	6 of 7	6 of 7	6 of 7

% Chg

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2012	2013	2014	2012	2013	2014	2012	2013	2014
My Property	12.3	6.5	3.2	3.7	8.0	6.0	10.7	3.7	5.1	1.2	-2.4	9.5	-5.6	2.8	-1.8	0.4	-3.9	-6.6	3.3	8.3	-0.2	-0.4	5.8	-3.0	2.7	8.4	0.3
Competitive Set	6.0	8.1	3.2	-4.5	3.4	1.6	8.8	5.0	0.5	3.1	-2.0	1.7	-10.4	-0.4	-8.3	4.0	1.5	5.1	1.7	4.2	-1.0	-2.6	0.0	3.4	1.8	3.8	-0.5
Index (ARI)	5.9	-1.5	0.0	8.5	4.4	4.3	1.8	-1.2	4.6	-1.8	-0.4	7.7	5.4	3.3	7.1	-3.5	-5.4	-11.1	1.5	3.9	0.8	2.2	5.9	-6.2	0.9	4.5	0.8
Rank	2 of 7	5 of 7	4 of 7	1 of 7	4 of 7	4 of 7	3 of 7	5 of 7	3 of 7	5 of 7	4 of 7	2 of 7	3 of 7	3 of 7	1 of 7	6 of 7	5 of 7	7 of 7	2 of 7	3 of 7	4 of 7	3 of 7	3 of 7	6 of 7	3 of 7	3 of 7	4 of 7

RevPAR

	2013							2014											Year To Date			Running 3 Month			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2012	2013	2014	2012	2013	2014	2012	2013	2014
My Property	55.88	60.29	54.49	41.85	40.66	29.53	20.27	19.04	19.95	19.27	31.31	47.58	48.72	63.14	59.39	50.74	53.13	33.82	35.07	40.22	40.73	31.48	37.38	45.98	33.54	38.39	38.99
Competitive Set	70.96	72.86	74.43	47.41	46.53	32.75	32.32	29.07	39.41	40.87	49.08	59.10	65.77	80.74	76.02	54.65	51.76	34.47	50.41	50.70	52.95	43.09	42.28	47.01	48.51	48.64	51.20
Index (RGI)	78.8	82.8	73.2	88.3	87.4	90.2	62.7	65.5	50.6	47.2	63.8	80.5	74.1	78.2	78.1	92.8	102.6	98.1	69.6	79.3	76.9	73.1	88.4	97.8	69.1	78.9	76.2
Rank	7 of 7	7 of 7	7 of 7	6 of 7	6 of 7	4 of 7	6 of 7	6 of 7	7 of 7	7 of 7	6 of 7	5 of 7	6 of 7	6 of 7	6 of 7	5 of 7	4 of 7	4 of 7	7 of 7	6 of 7	6 of 7	6 of 7	6 of 7	4 of 7	7 of 7	6 of 7	6 of 7

% Chg

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2012	2013	2014	2012	2013	2014	2012	2013	2014
My Property	13.7	14.5	20.8	17.8	12.7	30.3	8.1	9.0	-32.4	-35.3	-19.5	10.2	-12.8	4.7	9.0	21.2	30.7	14.5	17.0	14.7	1.3	-6.4	18.8	23.0	18.2	14.5	1.6
Competitive Set	-0.1	1.8	-2.7	-7.7	8.0	-5.9	21.5	-3.0	14.6	3.8	-2.6	3.7	-7.3	10.8	2.1	15.3	11.3	5.2	4.7	0.6	4.5	-10.3	-1.9	11.2	4.8	0.3	5.3
Index (RGI)	13.8	12.4	24.1	27.6	4.4	38.4	-11.0	12.4	-41.0	-37.6	-17.3	6.3	-5.9	-5.5	6.7	5.2	17.4	8.8	11.7	14.0	-3.0	4.3	21.0	10.6	12.8	14.2	-3.5
Rank	1 of 7	1 of 7	1 of 7	1 of 7	4 of 7	1 of 7	6 of 7	2 of 7	7 of 7	7 of 7	6 of 7	4 of 7	5 of 7	5 of 7	3 of 7	3 of 7	2 of 7	3 of 7	1 of 7	1 of 7	5 of 7	3 of 7	1 of 7	2 of 7	1 of 7	1 of 7	5 of 7

STR, Inc.

Tab 5 - Response Report

Quality Inn & Suites Mansfield   500 N Trimble Rd   Mansfield, OH 44906-2102   Phone: (419) 529-1000

STR # 24051   ChainID: OH106   MgtCo: CP Management Company   Owner: None

For the Month of: November 2014   Date Created: December 18, 2014

This Year
- Nov 4th - Election Day
- Nov 11th - Veterans Day
- Nov 27th - Thanksgiving Day

Last Year
- Nov 5th - Election Day
- Nov 11th - Veterans Day
- Nov 27th - First Day of Hanukkah
- Nov 28th - Thanksgiving Day

November 2014 (This Year)

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

November 2013 (Last Year)

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

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
24051	Quality Inn & Suites Mansfield	Mansfield, OH	44906-2102	(419) 529-1000	92	198710
384	Holiday Inn & Suites Mansfield	Mansfield, OH	44902-1607	(419) 525-6000	106	198407
25851	Comfort Inn Splash Harbor Bellville	Bellville, OH	44813-1267	(419) 886-4000	100	198804
30615	Fairfield Inn & Suites Ontario Mansfield	Mansfield, OH	44906-1120	(419) 747-2200	60	199411
30616	Hampton Inn Mansfield Ontario	Mansfield, OH	44906-1120	(419) 747-5353	62	199503
32987	La Quinta Inns & Suites Mansfield	Mansfield, OH	44903-9405	(419) 774-0005	87	199611
33710	Quality Inn & Suites Conf Center Bellville	Bellville, OH	44813-8820	(419) 886-7000	66	199607
					573	

Data received:

○ = Monthly Only

● = Monthly & Daily
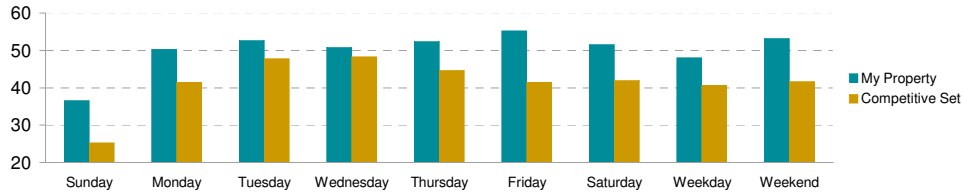
STR, Inc.

Tab 6 - Day of Week and Weekday/Weekend Report

Quality Inn & Suites Mansfield   500 N Trimble Rd   Mansfield, OH 44906-2102   Phone: (419) 529-1000
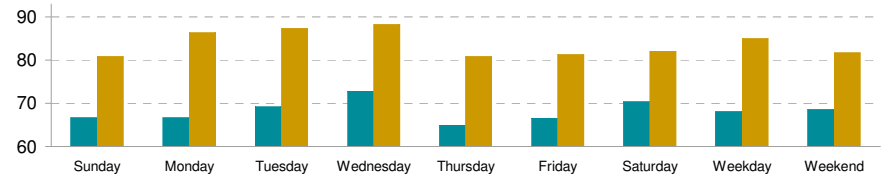
STR # 24051   ChainID: OH106   MgtCo: CP Management Company   Owner: None

For the Month of: November 2014   Date Created: December 18, 2014   Monthly Competitive Set Data Excludes Subject Property
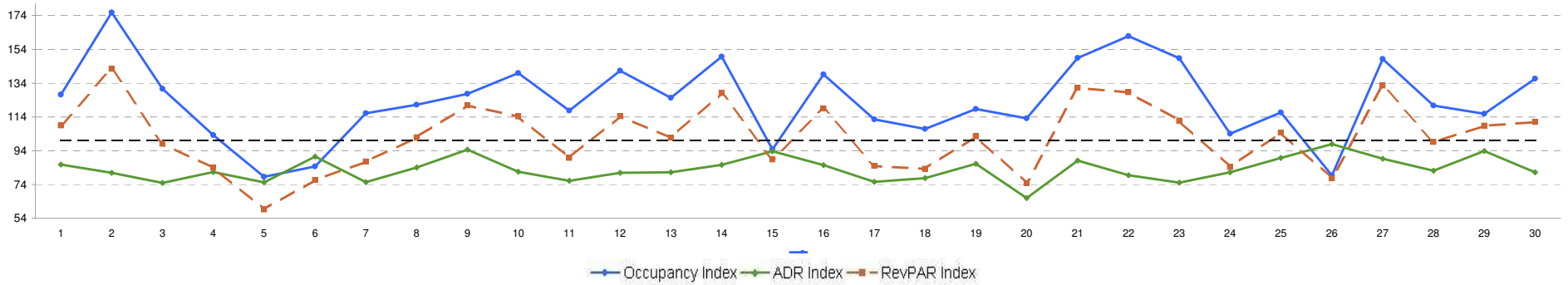
Current Month Occupancy

Current Month ADR

Day of Week	Time Period	Occupancy (%) My Property	% Chg	Competitive Set	% Chg	Index (MPI)	% Chg	Average Daily Rate My Property	% Chg	Competitive Set	% Chg	Index (ARI)	% Chg	RevPAR My Property	% Chg	Competitive Set	% Chg	Index (RGI)	% Chg
Sunday	Current Month	36.5	47.7	25.2	2.4	144.7	44.2	66.65	-5.9	80.85	2.6	82.4	-8.3	24.34	39.0	20.40	5.1	119.3	32.2
	Year To Date	30.0	-5.1	37.5	9.2	79.9	-13.1	75.88	3.8	80.01	-0.7	94.8	4.6	22.73	-1.5	30.00	8.4	75.8	-9.1
	Running 3 Month	37.7	24.2	33.0	3.4	114.1	20.2	69.66	-1.5	79.74	-1.3	87.4	-0.2	26.27	22.4	26.34	2.0	99.7	20.0
	Running 12 Month	28.8	-2.0	36.5	8.7	79.0	-9.9	75.74	3.7	79.60	-0.2	95.2	3.9	21.82	1.6	29.04	8.6	75.1	-6.4
Monday	Current Month	50.3	19.4	41.4	4.5	121.5	14.2	66.68	-9.1	86.47	6.3	77.1	-14.5	33.52	8.5	35.78	11.1	93.7	-2.3
	Year To Date	47.0	2.3	53.0	7.8	88.6	-5.1	73.43	0.2	85.45	0.3	85.9	-0.2	34.49	2.4	45.28	8.1	76.2	-5.3
	Running 3 Month	60.1	34.6	48.6	8.9	123.7	23.7	70.04	-4.4	85.84	3.5	81.6	-7.7	42.10	28.7	41.71	12.7	100.9	14.2
	Running 12 Month	45.4	3.7	51.2	7.0	88.7	-3.1	73.71	1.0	84.95	0.1	86.8	0.9	33.50	4.8	43.51	7.1	77.0	-2.2
Tuesday	Current Month	52.7	3.7	47.8	3.3	110.3	0.4	69.32	-4.8	87.39	3.0	79.3	-7.6	36.54	-1.2	41.75	6.4	87.5	-7.1
	Year To Date	54.6	6.8	61.0	6.4	89.5	0.4	73.53	-1.9	87.72	1.1	83.8	-3.0	40.13	4.8	53.50	7.5	75.0	-2.6
	Running 3 Month	66.5	21.7	56.5	4.1	117.6	17.0	71.34	-3.8	86.52	1.9	82.5	-5.6	47.42	17.1	48.89	6.1	97.0	10.4
	Running 12 Month	52.2	5.6	59.4	6.2	87.9	-0.6	73.58	-1.3	87.42	1.4	84.2	-2.7	38.42	4.3	51.93	7.7	74.0	-3.2
Wednesday	Current Month	50.8	20.6	48.3	9.6	105.2	10.1	72.82	-0.7	88.24	8.0	82.5	-8.1	37.01	19.8	42.63	18.3	86.8	1.2
	Year To Date	55.9	0.0	60.8	4.8	92.0	-4.6	74.30	-1.8	88.44	-1.7	84.0	-0.1	41.54	-1.9	53.73	3.0	77.3	-4.8
	Running 3 Month	70.5	31.5	57.1	10.2	123.4	19.3	71.47	-4.8	87.05	4.3	82.1	-8.7	50.38	25.2	49.70	15.0	101.4	8.9
	Running 12 Month	53.9	-0.4	59.3	4.8	90.8	-4.9	74.40	-1.0	88.09	-1.0	84.5	0.0	40.08	-1.4	52.26	3.7	76.7	-4.9
Thursday	Current Month	52.4	35.0	44.7	18.0	117.4	14.3	65.00	-11.9	80.83	4.2	80.4	-15.5	34.09	18.8	36.10	23.1	94.4	-3.4
	Year To Date	52.3	-7.3	59.1	4.5	88.4	-11.3	76.87	-1.5	91.43	-0.6	84.1	-0.9	40.19	-8.7	54.08	3.9	74.3	-12.1
	Running 3 Month	64.6	19.1	55.0	12.6	117.6	5.8	70.37	-5.6	84.30	5.2	83.5	-10.3	45.48	12.4	46.34	18.4	98.2	-5.1
	Running 12 Month	50.0	-7.6	57.7	5.2	86.7	-12.2	76.82	-1.0	90.58	-0.4	84.8	-0.5	38.41	-8.5	52.25	4.7	73.5	-12.7
Friday	Current Month	55.2	6.6	41.4	-13.3	133.1	22.9	66.60	-9.6	81.35	2.5	81.9	-11.9	36.74	-3.7	33.71	-11.1	109.0	8.3
	Year To Date	63.2	2.3	68.7	4.0	92.1	-1.7	83.64	0.0	95.75	-2.0	87.4	2.0	52.88	2.2	65.74	2.0	80.4	0.3
	Running 3 Month	75.3	26.4	65.9	8.6	114.2	16.4	73.84	-2.7	87.51	5.6	84.4	-7.8	55.57	23.0	57.67	14.7	96.3	7.2
	Running 12 Month	60.5	1.2	67.0	4.9	90.3	-3.6	83.50	0.2	94.90	-1.7	88.0	1.9	50.55	1.4	63.61	3.2	79.5	-1.7
Saturday	Current Month	51.5	62.3	42.0	-4.8	122.7	70.4	70.38	-3.2	82.01	7.5	85.8	-9.9	36.26	57.2	34.43	2.4	105.3	53.5
	Year To Date	62.4	9.7	71.3	4.8	87.5	4.7	85.01	0.9	95.64	-1.7	88.9	2.6	53.01	10.6	68.19	3.0	77.7	7.4
	Running 3 Month	72.7	30.5	66.8	4.6	108.8	24.7	75.16	1.8	87.48	2.7	85.9	-1.0	54.61	32.8	58.43	7.5	93.5	23.5
	Running 12 Month	59.5	8.7	69.8	6.4	85.3	2.1	84.86	1.4	94.95	-0.9	89.4	2.2	50.52	10.2	66.24	5.5	76.3	4.4
Weekday/Weekend																			
Weekday (Sun-Thu)	Current Month	48.0	20.8	40.7	5.8	117.9	14.2	68.12	-6.7	85.07	4.8	80.1	-10.9	32.68	12.7	34.62	10.8	94.4	1.7
	Year To Date	47.9	-0.7	54.3	6.0	88.3	-6.4	74.72	-0.8	87.19	-0.4	85.7	-0.4	35.81	-1.5	47.30	5.6	75.7	-6.7
	Running 3 Month	59.9	26.1	50.0	8.1	119.7	16.7	70.69	-4.3	85.12	3.0	83.0	-7.1	42.33	20.7	42.60	11.3	99.4	8.4
	Running 12 Month	46.0	-0.4	52.8	6.0	87.2	-6.1	74.77	-0.2	86.68	-0.1	86.3	-0.1	34.40	-0.5	45.73	6.0	75.2	-6.1
Weekend (Fri-Sat)	Current Month	53.1	27.3	41.7	-9.1	127.3	40.1	68.64	-6.4	81.72	4.9	84.0	-10.8	36.47	19.2	34.11	-4.6	106.9	25.0
	Year To Date	62.8	5.8	70.0	4.4	89.7	1.4	84.32	0.4	95.69	-1.8	88.1	2.3	52.95	6.3	66.97	2.5	79.1	3.7
	Running 3 Month	74.0	28.4	66.3	6.6	111.5	20.5	74.49	-0.6	87.49	4.1	85.1	-4.5	55.09	27.6	58.05	10.9	94.9	15.1
	Running 12 Month	60.0	4.8	68.4	5.7	87.8	-0.8	84.17	0.8	94.92	-1.3	88.7	2.1	50.53	5.7	64.92	4.4	77.8	1.2
Total	Current Month	49.5	22.6	41.0	0.1	120.8	22.5	68.28	-6.6	84.04	5.1	81.2	-11.1	33.82	14.5	34.47	5.2	98.1	8.8
	Year To Date	52.2	1.4	58.8	5.5	88.8	-3.8	78.04	-0.2	90.10	-1.0	86.6	0.8	40.73	1.3	52.95	4.5	76.9	-3.0
	Running 3 Month	63.9	26.8	54.7	7.5	116.8	17.9	71.95	-3.0	85.94	3.4	83.7	-6.2	45.98	23.0	47.01	11.2	97.8	10.6
	Running 12 Month	50.0	1.3	57.2	5.8	87.4	-4.3	77.99	0.3	89.49	-0.5	87.2	0.8	38.99	1.6	51.20	5.3	76.2	-3.5

Tab 7 - Daily Data for the Month

Daily Indexes for the Month of November

Legend: Occupancy Index — ADR Index — RevPAR Index

Occupancy (%)	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
My Property	67.4	40.2	56.5	53.3	43.5	38.0	52.2	48.9	34.8	53.3	56.5	68.5	56.5	72.8	42.4	35.9	52.2	58.7	62.0	51.1	46.7	56.5	40.2	39.1	42.4	29.3	64.1	48.9	42.4	31.5
Competitive Set	53.0	22.9	43.2	51.6	55.3	44.9	44.9	40.3	27.2	38.0	48.0	48.4	45.1	48.6	44.7	25.8	46.4	54.9	52.2	45.1	31.4	34.9	27.0	37.6	36.3	37.0	43.2	40.5	36.6	23.1
Index (MPI)	127.1	175.9	130.7	103.3	78.6	84.7	116.2	121.3	127.7	140.0	117.7	141.4	125.3	149.7	94.8	139.1	112.5	106.9	118.7	113.2	148.9	161.8	148.8	104.0	116.6	79.3	148.3	120.7	115.9	136.6

% Chg																														
My Property	51.2	48.0	18.2	11.4	-13.0	-10.3	-11.1	50.0	23.1	2.1	-1.9	50.0	23.8	45.7	-9.3	26.9	33.3	-8.5	16.3	11.9	79.2	300.0	164.3	33.3	25.8	50.0	195.0	32.4	105.3	93.3
Competitive Set	9.0	-14.7	6.1	5.1	23.1	27.8	-24.5	-16.7	1.6	-6.6	3.6	2.6	19.2	14.7	-7.3	5.1	13.2	6.0	5.5	16.0	-18.8	-6.7	32.7	4.6	-4.0	6.6	9.5	-14.8	-2.8	0.9
Index (MPI)	38.8	73.6	11.4	6.0	-29.4	-29.8	17.7	80.2	21.2	9.3	-5.3	46.1	3.8	27.0	-2.1	20.8	17.8	-13.7	10.3	-3.6	120.7	328.6	99.2	27.4	31.0	40.7	169.5	55.4	111.1	91.6

ADR																														
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
My Property	72.56	67.22	63.41	71.73	71.93	71.42	62.69	69.79	72.91	68.90	69.66	72.77	66.91	68.35	73.37	71.26	67.00	69.33	74.08	54.16	70.21	65.04	61.42	67.98	65.81	71.63	68.14	64.71	71.76	60.44
Competitive Set	84.65	83.01	84.55	88.21	95.66	78.86	83.20	83.06	77.07	84.42	91.35	89.93	82.41	79.88	78.33	83.31	88.75	89.10	85.88	82.06	79.65	81.90	81.83	83.74	73.34	73.20	76.28	78.71	76.47	74.40
Index (ARI)	85.7	81.0	75.0	81.3	75.2	90.6	75.4	84.0	94.6	81.6	76.3	80.9	81.2	85.6	93.7	85.5	75.5	77.8	86.3	66.0	88.1	79.4	75.1	81.2	89.7	97.9	89.3	82.2	93.8	81.2

% Chg																														
My Property	3.4	-7.3	-14.5	-3.4	-0.7	2.3	-13.5	-7.5	2.4	-3.9	-4.5	-1.8	-5.9	-2.2	1.8	-2.1	-11.3	-2.7	0.4	-32.4	-5.8	4.0	-3.2	-5.5	-10.2	-1.5	-8.0	-16.5	-12.6	-16.1
Competitive Set	10.4	0.4	5.2	4.2	15.8	-0.5	3.3	3.4	-1.4	-0.8	5.2	1.8	0.5	9.2	5.8	8.0	4.6	1.0	1.0	2.1	-6.9	17.2	7.4	13.0	-5.6	9.5	10.8	1.4	-3.8	-5.0
Index (ARI)	-6.3	-7.6	-18.8	-7.3	-14.3	2.8	-16.2	-10.5	3.9	-3.1	-9.2	-3.6	-6.4	-10.5	-3.8	-9.4	-15.2	-3.6	-0.6	-33.7	1.2	-11.3	-9.8	-16.4	-4.9	-10.1	-17.0	-17.6	-9.1	-11.7

RevPAR																														
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
My Property	48.90	27.03	35.84	38.20	31.27	27.17	32.71	34.13	25.36	36.70	39.38	49.83	37.82	49.77	31.10	25.56	34.95	40.70	45.89	27.67	32.82	36.76	24.70	26.60	27.90	21.02	43.70	31.65	30.42	19.05
Competitive Set	44.88	18.98	36.56	45.48	52.90	35.41	37.36	33.50	20.99	32.12	43.87	43.56	37.18	38.86	35.01	21.48	41.15	48.90	44.82	37.02	25.01	28.61	22.12	31.51	26.65	27.09	32.99	31.91	27.98	17.17
Index (RGI)	109.0	142.4	98.0	84.0	59.1	76.7	87.5	101.9	120.8	114.3	89.8	114.4	101.7	128.1	88.8	119.0	84.9	83.2	102.4	74.7	131.2	128.5	111.7	84.4	104.7	77.6	132.5	99.2	108.7	111.0

% Chg																														
My Property	56.4	37.3	1.0	7.5	-13.7	-8.2	-23.1	38.7	26.1	-1.9	-6.3	47.3	16.5	42.4	-7.7	24.2	18.3	-11.0	16.8	-24.3	68.9	316.0	155.9	25.9	12.9	47.7	171.3	10.6	79.4	62.1
Competitive Set	20.3	-14.4	11.7	9.5	42.6	27.2	-22.0	-13.9	0.1	-7.4	9.0	4.5	19.8	25.3	-2.0	13.5	18.4	7.0	6.6	18.4	-24.4	9.4	42.4	18.3	-9.3	16.8	21.3	-13.7	-6.5	-4.2
Index (RGI)	30.0	60.4	-9.5	-1.8	-39.5	-27.8	-1.4	61.2	25.9	5.9	-14.0	40.9	-2.8	13.7	-5.8	9.5	-0.1	-16.8	9.6	-36.1	123.3	280.3	79.7	6.5	24.6	26.5	123.5	28.1	91.9	69.2

Tab 8 - Help

Definitions

ADR (Average Daily Rate) - Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Competitive (Comp) Set - A peer group of competitive hotels selected by hotel management to benchmark the subject property's performance.

Contract - Rooms sold/revenue from bookings sold at rates stipulated by contracts including airline crews and permanent guests.

Exchange Rate - The factor used to convert revenue from US Dollars to the local currency. Reports display the monthly exchange rates (the rate on the last day of the month) and the daily exchange rates on the Daily by Month pages. STR obtains exchange rate data 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.

Fiscal Year To Date (YTD) - Custom fiscal year as specified by individual hotel or hotel group, if a non-calendar Fiscal Year to Date calculation is more applicable (e.g. July – June) to coincide with hotel/hotel groups operations and financial reporting.

Food & Beverage Revenue (F&B) - Revenue derived from food and beverage sales.

Group - Rooms sold/revenue from bookings sold simultaneously in blocks of ten (10) or more.

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 Class - Class is an industry categorization which includes chain-affiliated and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain hotels in their geographic proximity. There are six (6) class groups: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale and Economy.

Market Class Combined (or Collapsed) – If a single class segment is insufficient for reporting, classes are combined. There are three combined class segments: Luxury and Upper Upscale, Upscale and Upper Midscale, and Midscale and Economy.

Market Scale - Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are seven (7) scale groups; Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Market Scale (Collapsed) – Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are two (2) market scale (collapsed) groups; Upscale (includes Luxury, Upper Upscale, Upscale, Independent) and Midscale/Economy (includes Upper Midscale, Midscale and Economy).

MTD (Month to Date) - If a month ends during the current week, the MTD number would represent the month that ended.

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

Other Revenue - All hotel revenue other than room and food and beverage revenue.

Percent Change (% Chg) - Amount of growth – up, down or flat – this period versus same period last year (day, week, running 28 days, running month-to-date). Calculated as ((TY-LY)/LY)*100.

Percent Change Rank (Occupancy, ADR, RevPar) - The percent change for the property is compared to the percent change of each hotel in the comp set.

Rank (Occupancy, ADR, RevPar) - Property performance ranked versus hotels in the competitive set (e.g. a "3 of 6" ADR ranking means the subject hotel's absolute ADR is third highest of the six competitors).

RevPAR (Revenue per Available Room) - Room revenue divided by rooms available

Room Revenue - Revenue derived from guestroom rental.

Segmented Data - Rooms sold and revenue data broken down by Transient, Group, and Contract.

Tract Scale – Hotels located in the subject property's tract and classified in the subject property's STR chain scale segment. There are four (4) tract scale groups; Upscale (includes Luxury, Upper Upscale, Upscale), Midscale (includes Upper Midscale and Midscale), Economy and Independent.

Transient - Rooms sold/revenue from guests with reservations at Rack, Corporate, Corporate Negotiated, Package, Government or foreign traveler rates.

Planning - The project will go out for bids, construction will start within 4 months, or an architect/engineer has been selected for the project and plans are underway.

Under Construction - Ground has been broken or the owner is finalizing bids on the prime (general) contract.

FAQ

How is my hotel performing versus competition?
The monthly STAR report provides timely occupancy, average room rate, revenue per available room benchmarking of your hotel's performance versus your own selected competitors and an STR defined industry segment.

Is my hotel's data included in the competitive numbers?
It depends on your preference. Check the summary page to see if your hotel's data is included or excluded in the competitive set numbers.

How does STR determine currency and exchange rates?
Currency is user-defined and is displayed at the top of the report. STR obtains exchange rate data from Oanda.com.

How are percentage changes computed?
Hotel and competitive performance changes are measured against same period prior year.

Why do my percentage change numbers have such a large range?
The data for this year vs. the same period last year may vary greatly. Consider if you sold 2294 rooms this year vs. 743 last year, the percent change would be 208.7% ((2294-743)/743)*100.

What is an index?
An index is an easy way to compare your hotel's performance versus competition. An index of 100 or higher means your hotel's absolute performance is the same or better than competition.

What does the "Rank" information mean?
Your hotel's performance is ranked against the other properties in your competitive set. If your hotel's RevPAR rank is "2 of 6", that means your hotel's RevPAR was second highest of the six hotels in your competitive set.

What does "running 28 days" mean?
The most recent 28 days historical performance. The running 28 day numbers are based on the most current 28-day period, ending with the last day included in the weekly report.

What does "run MTD" mean?
Running month-to-date. The MTD numbers are based on a calendar month and include all days of the same month, through the most recent calendar day included in the report. If the most recent week's reporting includes data in two calendar months, the MTD numbers only include data from the recently ended month.

What if there are blanks in my competitive set numbers?
Your competitive set did not include sufficient data for reporting. A minimum of three (3) hotels excluding the subject property must report data in order for STR to provide competitive set performance.

What if there are blanks in my competitive set percentage change?
Your competitive set did not include sufficient data for reporting prior year data.

What is "Pipeline" on the Summary Tab?
Pipeline data is generated based on the STR/McGraw-Hill Construction Dodge Supply Pipeline database and details hotels that are being planned but not yet open. Every month STR receives data feeds from its hotel clients and Dodge Construction to create the definitive database for hotels in planning, pre-planning or under construction. The data is widely used by investment banks, development groups and hotel owners to estimate future nationwide supply growth and track supply changes in the market.

Who can I contact if I have more questions?
Check out the glossary and FAQ at www.str.com or e-mail info@str.com

STR, Inc.