



# VIPOE SHARE Center Update – New Data, Research, Certifications, Internships and Competitions

**Supporting Hotel-related Academic Research and Education**



# Introduction to STR and the SHARE Center

# STR by the numbers

20 offices

400 employees



Data from  
**180** countries



**68,000**  
hotel customers  
globally (properties)



**9.1 million**  
rooms on the platform



- Participation of almost all hotel chains
- STR provides data to hotel companies, tourism organizations, consulting firms and many other businesses



- Stands for “Supporting Hotel-related Academic Research and Education”
- Our mission is to provide universities around the world ...
  - with large volumes of different types of hotel and tourism data,
  - for research, student projects and for use in the classroom,
  - as well as related resources, including student certifications, training programs, student competitions and more
- Launched in 2011, there are over 1000 schools involved from 80 different countries.
- The SHARE Center partners with 50 different academic associations and support organizations.
- The SHARE Center is STR’s way to “give back” to academia. STR strives to be a leader when it comes to bridging the gap between industry and academia.



# Data Available for Research

# Different types of Hotel & Tourism Data



1. Hotel Performance (Occupancy, ADR, RevPAR) data
2. Hotel Profit & Loss (accounting/profitability) data
3. Hotel Pipeline & Supply (development) data
4. Hotel Industry Statistics (property/room counts)
5. User-defined Destination/Tourism reports
6. Hotel Census data (attribute information)
7. Forecast reports
8. Hotel Company information
9. Hotel Sales Transaction data
10. New and additional types of data

*Professors and students can request this data for industry segments or specific groups of hotels anywhere in the world.*

*Samples of these reports and data files are available. Let us know what your needs are or what you would like to see.*

*Used for research, student projects and in the classroom.*

# Summary of Hotel & Tourism Data Available from STR SHARE Center

Types of Data	Metrics	Time Periods	Historic	Selection Options
Performance	Occ, ADR, RevPAR, Rooms Available & Sold, Revenue	Monthly, Daily	Back to 1980s	Any user-defined group of 4+ hotels
Business/Leisure perf.	Same	Monthly	Same	Same
Group/Transient perf.	Same	Monthly, Daily	Same	Same
Profitability	Additional Revenues, Expenses, Profits	Annual	Back to 1990s	Same
Development	Hotels & Rooms Opened (Historic) or Projected to Open (Future by Phases)	Monthly	Back to 1980s	Any user-defined Market or Country
Industry Stats	Hotels & Rooms by various Subtotal fields (Geo., Chain)	Monthly	Same	Same
Census	Hotel Attributes, History	Monthly	Same	Any hotels
Forecast	Projected Performance	Monthly	N/A	75 major Markets
Property	Same as performance	M or D	1980s	special

# New and Additional Types of Data



- **ForwardSTAR**
- **Monthly P&L**
- **Hotel Closing data**
- **School Break data**
- **Meeting data**
- **Additional Revenue (F&B STAR)**
- **Customer Sentiment data**
- **TSA data**



# The benefits of live industry data and how it can help academic research



- Data is easy to access, 2-day turnaround, email [sharecenter@str.com](mailto:sharecenter@str.com)
- Data provided in Excel with raw data, easy to work with.
- Professors have access to current/latest data for any area of the world and for any group of hotels, totally user-defined
- Helps increase the industry relevance of academic research; address hot topics, today's questions and future challenges
- This can help determine if your findings impact the bottom line. (If you tried to sell your research findings to an industry practitioner, who would buy and for how much?)

# Special Research-related Support



- **Special requests - not “off the shelf”, some programming, volume**
- **Property level data**
  - Remove all hotel identification, can have categorization fields
  - Can provide subject and competitor performance data
  - Special form/checklist to follow, requires proposal of what you are doing, NDAs, and final review of your research
- **Merging/correlating third party data with STR data**
  - We provide data to you so you can match hotels (STR with yours or third party)
  - We generate alternate ID and send that to third party or replace that in your data
  - You get third party and performance data tied to alternate ID

## Sample Property Date File Format (can also include competitor data)

SHARE#	YYYYMM	Subj Sup	Subj Dem	Subj Rev	Subj Occ	Subj Occ %Chg	Subj ADR	Subj ADR %Chg	Subj Rpr	Subj Rpr %Chg
123456	201101	10,633	6,241	1,203,133	58.7	-5.9	192.78	-2.8	113.15	-8.6
123456	201102	9,604	6,320	1,179,441	65.8	-10.2	186.62	-1.9	122.81	-11.9
123456	201103	10,633	8,695	1,839,974	81.8	-9.5	211.61	1.7	173.04	-8.0
123456	201104	10,290	9,044	1,755,507	87.9	-6.4	194.11	-0.1	170.60	-6.5
123456	201105	10,633	8,712	1,778,634	81.9	-2.1	204.16	-1.9	167.27	-4.0
123456	201106	10,290	8,420	1,725,277	81.8	-9.3	204.90	0.2	167.67	-9.1
123456	201107	10,633	9,119	1,376,909	85.8	4.0	150.99	-9.4	129.49	-5.8
123456	201108	10,633	7,771	1,222,703	73.1	-9.4	157.34	-10.2	114.99	-18.6
123456	201109	10,290	7,282	1,457,898	70.8	-8.3	200.21	-4.4	141.68	-12.4
123456	201110	10,633	9,117	1,923,342	85.7	-1.8	210.96	1.5	180.88	-0.4
123456	201111	10,290	6,909	1,269,240	67.1	1.0	183.71	-5.6	123.35	-4.7
123456	201112	10,633	5,394	872,099	50.7	8.9	161.68	-12.4	82.02	-4.6
123456	201201	10,633	5,454	985,001	51.3	-12.6	180.60	-6.3	92.64	-18.1
123456	201202	9,947	7,056	1,231,302	70.9	7.8	174.50	-6.5	123.79	0.8
123456	201203	10,633	9,528	1,847,402	89.6	9.6	193.89	-8.4	173.74	0.4
123456	201204	10,290	9,390	1,744,186	91.3	3.8	185.75	-4.3	169.50	-0.6
123456	201205	10,633	9,511	1,861,054	89.4	9.2	195.67	-4.2	175.03	4.6
123456	201206	10,290	8,936	1,711,959	86.8	6.1	191.58	-6.5	166.37	-0.8
123456	201207	10,633	9,207	1,462,121	86.6	1.0	158.81	5.2	137.51	6.2
123456	201208	10,633	8,249	1,252,221	77.6	6.2	151.80	-3.5	117.77	2.4
123456	201209	10,290	8,082	1,540,082	78.5	11.0	190.56	-4.8	149.67	5.6
123456	201210	10,633	8,729	1,752,193	82.1	-4.3	200.73	-4.8	164.79	-8.9
123456	201211	10,290	7,070	1,184,710	68.7	2.3	167.57	-8.8	115.13	-6.7
123456	201212	10,633	5,132	860,795	48.3	-4.9	167.73	3.7	80.96	-1.3

# Academic Research Topics

- Discounting, pricing
- Reviews, social media
- Conversions, branding
- Ramp-up time
- Terrorism impact
- Human resources, mgt style
- Gender, leadership
- Real estate issues
- Competition, competitors
- Revenue management
- Cruise industry impact
- Hostels
- Expo, Olympics comparison
- Politics/inauguration impact
- Sporting events
- Park relationship
- UNESCO WH designation
- Weather/natural events
- Ski-related impact
- Attraction impact
- Technology impact
- Sharing Economy
- Tourism marketing/recognition
- Seasonality, holidays
- Oil, gas, fracking
- Forecasting
- LEED certification
- Medical tourism
- Marijuana
- Business/Leisure, Group/Transient
- Revenues vs. Expenses over time
- Economic Cycles

# Research Case Studies – hundreds of articles, some high-profile examples:



- **Cathy Enz, Assoc. Dean & Linda Canina, both heads of CHR (Cornell)** – Why discounting doesn't work - analyzed large volume of data after 2001
- **Inez Blal, Dean of EHL** – “Reviews, quality versus quantity” - correlated TripAdvisor review data with STR performance data for different class hotels
- **Crocker Liu & Jack Corgel (Cornell)** - Determinants of hotel property prices
- **Zvi Schwartz, Muzzo & Mehmet (VT, UD, UNH)** - Impact of hotels' revenue-management implementation strategies on performance
- **Vinod Agarwal, Economics prof at ODU** – Differing views of lodging reality: Airdna, STR, and Airbnb
- **AJ Singh (MSU)** – Impact of Green Labels on US Hotel Net Operating Income
- **HG Parsa & Scott Smith (UCF, USC)** - Hotel Revenue Management and College Athletics
- **Prashant Das (EHL)** - Importance of Micro-Location for Pricing Real Estate Assets: The Case of Hotels
- **Tom Maier (USF) & Chris Roberts (DePaul)** - Analysis of 'Other Revenue' Impact on Full and Limited Service Hotel NOI
- **Jim Hesford (Cornell & EHL)** - Financial consequences of competitive set choice
- **Chris Manning (LMU), John O'Neil (PSU), Steve Hood (STR)** - Emergence of hotel/lodging real estate research
- **Sofia Dermisi (UW)** - Hotel terrorist attacks and their worldwide/USA performance implications
- **Sainaghi, Mauri, Ivanov, d'Angella** - Mega events and seasonality: The case of the Milan World Expo 2015
- **Heyes, Nadkarni** - Brand Dubai: Sustaining its Luxury Image
- **Price-Howard, Crossley** - A Longitudinal Analysis of Music Tourism Impacts
- **Seung Hyun, Lee Jaeyong Lee** - Does price gouging happen in the lodging industry? Case of Hurricane Florence
- **Chikish, Humphreys, Liu, Nowak** - Professional Sports Events, Concerts, and Urban Place Based Policy: Evidence from the Staples Center
- **Peng, Lin, Ren** - Ice Bucket Challenge, Butterfly Effect, and Hotels' Strategic Configurations—The Case of the Hotel Industry in China



# Certifications, Internships and Competitions

# STR Certification Training

- **Analytics certifications from STR**
  - Industry recognized stamps of approval
  - Endorsed by many organizations
  - Students add credentials (CHIA or CAHTA) to their resume or business card
  - Help students stand out
  - Students bring their projects to their interviews
  - Countless testimonials from students
  - Full training package and support provided to professors
  - Free train-the-trainer sessions offered regularly
- **Certification in Hotel Industry Analytics (CHIA)**
- **Certification in Advanced Hospitality and Tourism Analytics (CAHTA)**



# Certification in Hotel Industry Analytics (CHIA)



- In 2012, we launched the CHIA jointly with ICHRIE and AHLEI. The CHIA is also endorsed by the Institute of Hospitality, HFTP, PATA and RevME.
- Over 26,000 students, professors and industry professionals have received the CHIA certification.
- Hundreds of schools offer the CHIA to students. Industry professionals from hundreds of companies have been certified.
- Qualifying recipients receive certificates and can use the “CHIA” designation on their business cards and resumes. For students, the CHIA sets them apart from other graduates. We’ve received great testimonials from students and professionals.



# CHIA Outline



## 1. Hotel Industry Analytical Foundations

- a. Players/affiliations
- b. Geographic Categorizations
- c. Non-geographic Categorizations
- d. Benchmarking in the Hotel Industry

## 2. Hotel Math Fundamentals, the metrics used by the Hotel Industry

- a. Property
- b. Competitive Set
- c. Industry
- d. International issues

## 3. Property Level Benchmarking (STAR Reports)

- a. Introduction
- b. Monthly STAR Reports
- c. Weekly STAR Reports
- d. Additional STAR Reports

## 4. Hotel Industry Performance Reports

- a. Introduction and Trend Reports
- b. Pipeline Reports
- c. HOST/Profitability Reports
- d. Destination and Additional Reports

# **Certification in Advanced Hospitality and Tourism Analytics (CAHTA)**



- **Launched in 2019, with multiple endorsements.**
- **Focuses on the 4 popular types of H&T industry research. Students learn components, variables and detailed steps.**
- **Conducted 15 Train-the-Trainer sessions for 234 professors. Certified nearly 400 students (MGH). Offered to industry (PATA, Israel MOT). First public workshop is next month (\$600 USD).**
- **Students observe wide range of case scenarios and obtain valuable templates for their project and career.**
- **Students are showing off their project at their interviews. Lots of great testimonials (students, Marriott head of HR).**

# CAHTA Training Outline

- 1. Intro to Hospitality and Tourism Research**
- 2. How to Conduct a Market Study**
  - a. What is a Market Study?
  - b. General Makeup of the Market
  - c. Current Statistics
  - d. Trended Data
  - e. Market Breakdown
  - f. Comparable Markets
  - g. Types of Business
  - h. Pipeline Data
  - i. Summary, Takeaways, Looking Ahead and For the Future
- 3. How to Conduct an Event Impact Analysis**
  - a. What is an Impact Analysis?
  - b. Types of Events and Timing Options
  - c. Impact related to Industry Segments and Breakdowns
  - d. Recurring and Comparable Events
  - e. Types of Impact, Metrics, and Data
  - f. Measuring the Impact
  - g. Impact Upon Supply
  - h. Components of an Event Impact Analysis
    1. The Event
    2. Areas of Impact
    3. Short Term Impact
    4. Mid Term Impact
    5. Long Term Impact
    6. Impact Breakdowns
  - i. Telling the Impact Story
- 4. How to Conduct an Economic Analysis**
  - a. What is an Economic Analysis?
  - b. Economic Basics Related to the Hotel Industry
  - c. Comparing Hotel Data to Itself, part 1 – Different Types of Hotel Data
  - d. Comparing Hotel Data – Economic Cycles
  - e. Comparing Hotel Data to Itself, part 2 – Industry Subsegments
  - f. Obtaining Economic Data
  - g. Correlation Basics
  - h. Correlating Hotel and Economic Data at a Country Level (and a Market Level)
  - i. Components of an Economic Analysis
- 5. How to Conduct a Feasibility Study**
  - a. What is a Feasibility Study?
  - b. The Financial Template
  - c. Step 1 – Defining the Project
  - d. Step 2 – Determining Development Costs
  - e. Step 3 – Demand Generators
  - f. Step 4 – Economic Performance of the Market
  - g. Step 5 – Hotel Performance in the Market
  - h. Step 6 – Future Market Supply Changes
  - i. Step 7 – Market Forecast and Latent Demand
  - j. Step 8 – Market Growth Assumptions
  - k. Step 9 – Selecting Comparable Hotels
  - l. Step 9 – Estimating the Proposed Hotel's Occupancy and ADR
  - m. Step 11 – Estimating the Proposed Hotel's Revenues and Expenses
  - n. Step 12 – Determining the Feasibility of the Proposed Hotel

# Virtual Internship Alternative - Benefits



- **Students gain hands-on experience working with current industry data (big data = different types, large volumes).**
- **Students create one or more comprehensive industry quality research projects:**
  - **Market study**
  - **Event impact analysis**
  - **Feasibility study**
  - **Economic analysis**
- **Schools can personalize the project related to a specific area of the world, set of hotels or problem to solve (COVID).**
- **Schools can incorporate industry input numerous ways to increase the quality of the experience.**
- **Students receive two industry recognized certifications (CHIA, CAHTA).**

# VIA - Steps



1. If students have not already obtained the Certification in Hotel Industry Analytics (CHIA), that would be the first step – includes analytical foundations related to industry definitions, categorizations, formulas, methodologies, types of data and reports.
  - STR provides materials: PowerPoints, online training, videos, quizzes, optional exercises, supporting data and exam. Cost to student is \$75 USD.
2. Students would participate in the Certification in Advanced Hospitality and Tourism Analytics (CAHTA) training.
  - All materials provided: PowerPoints, videos, quizzes, optional exercises and exam. Cost to student is \$150 USD.
  - A project is selected, then students obtain data, conduct the analysis, create a presentation and share their findings.

# Incorporating Industry Input



- **Schools are involving alumnus, advisory board members, friends of the universities and neighboring hotels, companies and tourism organizations.**
- **During the training, schools can invite industry professionals to share their testimonials.**
- **Students can interview hotel or tourism staff or business owners during the projects.**
- **Field trips could be incorporated related to the project.**
- **Students can present preliminary versions of their analyses to industry professionals for input.**
- **Students can present the final version of their projects to industry professionals who can assume the role of investor or contractor.**

# VIA - Details



- Schools need to have someone to facilitate the VIA.
- STR will be glad to support the facilitator. Free train-the-trainer sessions are available for the CHIA and CAHTA.
- Students will obtain two certifications (\$75 and \$150 USD).
- Unfortunately, there is no payment or salary for the students.
- STR would be glad to be involved via webinar (industry update, hot topics, combined sessions).
- Timing is flexible:
  - CHIA training and optional exercises: 10-20 hours
  - CAHTA training and optional exercises: 10-20 hours
  - Single CAHTA project: 10-40 hours
  - Additional projects: 10-40 hours each

# Student Competitions

- For the last four years, we have organized student Market Study Competitions in NY, London, Hong Kong and Mexico City with hundreds of schools participating from all over the world.
- This year we are conducting a virtual competition with 50 teams.
- Student groups select cities and prepare Market Studies, using STR data, training and samples.
- Groups prepare presentations and then deliver their findings to industry professionals.
- Winning teams receive cash prizes. All teams are recognized.
- We can help you host a local Market Study or Event Impact Analysis Competition, which can be personalized for your needs.







Thank you  
[shood@str.com](mailto:shood@str.com)

# Hotel Performance Data (Trend Report)



- Performance data includes Occupancy, Average Daily Rate (ADR), RevPAR, Supply (Rooms Available), Demand (Rooms Sold), and Revenue
- Several different types: Monthly, Daily, Weekday/Weekend, Running 12-month, and Group/Transient
- Historic data back to as early as 1987 for any area of the world
- You can select a geographic area (city, county), a type of hotel (luxury, resort), or even select specific individual hotels
- Provided in Excel file with raw data, easy to graph/analyze
- “Trend Report” is the most popular report used by professors. Used for market studies and impact analyses.

# Monthly Raw Performance Data

Tab 13 - Raw Data

Market: Nashville, TN  
Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 10	43.1	-7.0	84.48	-4.7	36.38	-11.4	1,097,462	2.9	472,634	-4.3	39,929,556	-8.9	312	35,402	85.8
Feb 10	52.9	1.6	86.88	-7.1	45.97	-5.6	991,256	2.0	524,510	3.6	45,567,017	-3.8	312	35,402	85.4
Mar 10	60.5	9.7	91.56	-0.8	55.37	8.8	1,100,469	2.3	665,503	12.2	60,934,837	11.3	313	35,499	85.5
Apr 10	58.9	4.4	91.26	-2.6	53.72	1.7	1,064,940	2.1	626,845	6.5	57,207,659	3.8	313	35,498	85.9
May 10	67.9	25.3	83.04	-8.9	56.38	14.1	1,007,624	-6.5	684,051	17.1	56,806,583	6.7	311	32,504	84.6
Jun 10	68.6	9.0	89.30	-5.2	61.28	3.3	980,790	-6.8	673,011	1.6	60,102,054	-3.7	313	32,693	84.4
Jul 10	68.2	13.5	83.45	-3.0	56.89	10.1	1,008,926	-7.2	687,804	5.3	57,397,288	2.1	313	32,546	84.6
Aug 10	57.4	9.6	80.95	-5.4	46.45	3.7	1,008,926	-7.4	578,920	1.5	46,860,714	-4.0	313	32,546	84.1
Sep 10	60.0	10.5	85.68	-3.2	51.39	7.0	976,380	-7.8	585,692	2.0	50,180,137	-1.3	313	32,546	84.2
Oct 10	61.4	3.3	88.59	-4.9	54.42	-1.8	1,012,367	-7.4	621,856	-4.4	55,089,876	-9.1	314	32,657	83.7
Nov 10	51.6	-2.9	87.89	-2.8	45.39	-5.6	1,066,080	0.7	550,579	-2.2	48,388,467	-4.9	315	35,536	85.2
Dec 10	49.3	5.2	89.11	0.7	43.93	5.9	1,101,616	0.7	543,076	5.9	48,393,290	6.6	315	35,536	84.9
Jan 11	46.1	7.1	87.98	4.1	40.56	11.5	1,097,772	0.0	506,115	7.1	44,525,686	11.5	314	35,412	85.5
Feb 11	55.0	3.9	89.27	2.8	49.10	6.8	991,536	0.0	545,331	4.0	48,682,437	6.8	314	35,412	85.5
Mar 11	62.9	4.0	91.53	-0.0	57.56	3.9	1,097,772	-0.2	690,330	3.7	63,182,880	3.7	314	35,412	85.5
Apr 11	65.2	10.8	95.42	4.6	62.25	15.9	1,062,360	-0.2	693,021	10.6	66,130,506	15.6	314	35,412	85.2
May 11	63.6	-6.3	92.99	12.0	59.14	4.9	1,097,679	8.9	698,156	2.1	64,921,731	14.3	314	35,409	84.6
Jun 11	73.4	7.0	99.07	10.9	72.75	18.7	1,062,270	8.3	780,090	15.9	77,281,637	28.6	314	35,409	85.2
Jul 11	70.7	3.7	90.92	9.0	64.27	13.0	1,097,834	8.8	776,023	12.8	70,555,645	22.9	314	35,414	85.2
Aug 11	63.4	10.5	91.33	12.8	57.90	24.7	1,097,803	8.8	695,952	20.2	63,562,319	35.6	314	35,413	85.2
Sep 11	64.5	7.5	95.15	11.1	61.37	19.4	1,062,390	8.8	685,212	17.0	65,199,105	29.9	314	35,413	85.2
Oct 11	67.8	10.4	99.15	11.9	67.22	23.5	1,097,927	8.5	744,384	19.7	73,807,660	34.0	314	35,417	85.0
Nov 11	59.7	15.6	93.33	6.2	55.70	22.7	1,066,260	0.0	636,317	15.6	59,389,984	22.7	315	35,542	85.2
Dec 11	51.8	5.1	91.04	2.2	47.16	7.4	1,107,909	0.6	573,905	5.7	52,249,289	8.0	316	35,739	85.7
Jan 12	51.1	10.9	89.00	1.2	45.50	12.2	1,110,699	1.2	567,843	12.2	50,537,165	13.5	317	35,829	85.3
Feb 12	60.1	9.3	91.83	2.9	55.22	12.5	1,003,212	1.2	603,274	10.6	55,398,369	13.8	317	35,829	85.3
Mar 12	73.6	17.0	97.95	7.0	72.05	25.2	1,110,761	1.2	816,996	18.3	80,028,140	26.7	317	35,831	85.9
Apr 12	68.4	4.9	98.22	2.9	67.22	8.0	1,075,020	1.2	735,703	6.2	72,260,942	9.3	317	35,834	84.8
May 12	70.3	10.5	97.36	4.7	68.42	15.7	1,114,543	1.5	783,253	12.2	76,256,385	17.5	318	35,953	84.2
Jun 12	78.2	6.5	106.33	7.3	83.17	14.3	1,078,530	1.5	843,661	8.1	89,705,067	16.1	318	35,951	84.4
Jul 12	70.0	-0.9	93.56	2.9	65.53	2.0	1,114,450	1.5	780,562	0.6	73,031,009	3.5	318	35,950	84.6
Aug 12	64.8	2.2	93.41	2.3	60.51	4.5	1,125,114	2.5	728,877	4.7	68,083,239	7.1	319	36,294	84.7
Sep 12	65.7	1.9	97.13	2.1	63.82	4.0	1,089,210	2.5	715,663	4.4	69,513,708	6.6	319	36,307	84.7
Oct 12	70.9	4.5	103.51	4.4	73.37	9.1	1,125,486	2.5	797,715	7.2	82,574,138	11.9	319	36,306	84.6

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*All key performance indicators for each month for multiple years, easy to analyze or graph*

Source: STR  
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# Daily Raw Performance Data

Tab 8 - Daily Raw Data

Market: Nashville, TN

Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Compared to same Day of Week last year.

Day	Month	Year	Date	Week	Day Of Week	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
						This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR
1	1	2012	Jan 01, 2012	201201	Sunday	36.3	49.7	81.23	24.4	29.50	86.3	35,829	1.2	13,013	51.5	1,057,062	88.5	317	35,829	80.2
2	1	2012	Jan 02, 2012	201201	Monday	29.3	-3.1	69.75	-2.9	20.40	-5.9	35,829	1.2	10,480	-1.9	731,007	-4.8	317	35,829	80.2
3	1	2012	Jan 03, 2012	201201	Tuesday	41.1	10.7	75.65	0.3	31.06	11.1	35,829	1.2	14,709	12.0	1,112,747	12.4	317	35,829	80.2
4	1	2012	Jan 04, 2012	201201	Wednesday	46.6	10.0	79.57	-3.6	37.05	6.1	35,829	1.2	16,685	11.3	1,327,540	7.4	317	35,829	80.2
5	1	2012	Jan 05, 2012	201201	Thursday	47.0	0.0	81.18	-2.4	38.12	-2.4	35,829	1.2	16,824	1.2	1,365,794	-1.3	317	35,829	80.2
6	1	2012	Jan 06, 2012	201201	Friday	45.5	-2.6	76.19	-3.7	34.69	-6.1	35,829	1.2	16,314	-1.4	1,243,036	-5.0	317	35,829	80.2
7	1	2012	Jan 07, 2012	201201	Saturday	41.9	-2.2	76.34	-4.4	31.98	-6.5	35,829	1.2	15,009	-1.0	1,145,822	-5.4	317	35,829	80.2
8	1	2012	Jan 08, 2012	201202	Sunday	35.4	-2.0	81.26	3.0	28.74	1.0	35,829	1.2	12,673	-0.8	1,029,785	2.2	317	35,829	80.2
9	1	2012	Jan 09, 2012	201202	Monday	51.5	2.5	91.04	2.7	46.88	5.2	35,829	1.2	18,449	3.7	1,679,541	6.5	317	35,829	80.2
10	1	2012	Jan 10, 2012	201202	Tuesday	57.6	13.2	92.28	-2.6	53.19	10.2	35,829	1.2	20,652	14.5	1,905,885	11.5	317	35,829	80.2
11	1	2012	Jan 11, 2012	201202	Wednesday	58.4	18.7	93.06	2.7	54.38	21.9	35,829	1.2	20,940	20.1	1,948,549	23.3	317	35,829	80.1
12	1	2012	Jan 12, 2012	201202	Thursday	57.0	19.2	89.47	0.4	51.00	19.6	35,829	1.2	20,424	20.6	1,827,267	21.0	317	35,829	80.2
13	1	2012	Jan 13, 2012	201202	Friday	61.4	12.4	87.70	-2.9	53.84	9.1	35,829	1.2	21,995	13.7	1,929,048	10.4	317	35,829	80.2
14	1	2012	Jan 14, 2012	201202	Saturday	65.5	12.1	91.48	-0.3	59.92	11.7	35,829	1.2	23,468	13.4	2,146,853	13.1	317	35,829	79.9
15	1	2012	Jan 15, 2012	201203	Sunday	41.3	17.3	84.57	4.4	34.93	22.4	35,829	1.2	14,798	18.7	1,251,544	23.8	317	35,829	80.2
16	1	2012	Jan 16, 2012	201203	Monday	47.9	11.0	91.02	3.3	43.57	14.6	35,829	1.2	17,150	12.3	1,560,984	16.0	317	35,829	80.2
17	1	2012	Jan 17, 2012	201203	Tuesday	59.5	10.3	96.04	2.5	57.15	13.1	35,829	1.2	21,322	11.6	2,047,804	14.4	317	35,829	80.2
18	1	2012	Jan 18, 2012	201203	Wednesday	62.3	8.7	96.80	4.2	60.29	13.2	35,829	1.2	22,313	10.0	2,159,998	14.6	317	35,829	79.2
19	1	2012	Jan 19, 2012	201203	Thursday	53.4	-2.7	90.18	-3.9	48.14	-6.5	35,829	1.2	19,125	-1.6	1,724,652	-5.4	317	35,829	80.2
20	1	2012	Jan 20, 2012	201203	Friday	54.1	16.7	90.07	0.4	48.75	17.1	35,829	1.2	19,392	18.1	1,746,629	18.5	317	35,829	80.2
21	1	2012	Jan 21, 2012	201203	Saturday	54.0	23.9	89.95	2.3	48.59	26.7	35,829	1.2	19,354	25.4	1,740,959	28.2	317	35,829	80.2
22	1	2012	Jan 22, 2012	201204	Sunday	36.5	36.9	86.83	13.3	31.66	55.0	35,829	1.2	13,064	38.5	1,134,376	56.9	317	35,829	80.2
23	1	2012	Jan 23, 2012	201204	Monday	58.2	25.5	101.85	7.7	59.24	35.1	35,829	1.2	20,837	27.0	2,122,357	36.7	317	35,829	80.2
24	1	2012	Jan 24, 2012	201204	Tuesday	65.1	11.6	99.76	3.5	64.89	15.5	35,829	1.2	23,308	12.9	2,325,074	16.9	317	35,829	80.2
25	1	2012	Jan 25, 2012	201204	Wednesday	64.7	11.1	99.19	0.6	64.22	11.8	35,829	1.2	23,198	12.4	2,300,973	13.1	317	35,829	80.2
26	1	2012	Jan 26, 2012	201204	Thursday	53.3	-3.3	87.77	-1.8	46.76	-5.0	35,829	1.2	19,090	-2.1	1,675,493	-3.9	317	35,829	80.2
27	1	2012	Jan 27, 2012	201204	Friday	56.3	-0.4	91.16	-0.9	51.33	-1.3	35,829	1.2	20,174	0.8	1,839,100	-0.1	317	35,829	80.2
28	1	2012	Jan 28, 2012	201204	Saturday	55.0	1.9	91.53	-0.3	50.37	1.6	35,829	1.2	19,717	3.1	1,804,719	2.8	317	35,829	80.0
29	1	2012	Jan 29, 2012	201205	Sunday	34.5	4.4	78.55	-6.2	27.10	-2.0	35,829	1.2	12,360	5.7	970,881	-0.9	317	35,829	79.9
30	1	2012	Jan 30, 2012	201205	Monday	52.3	13.0	88.28	-1.0	46.15	11.9	35,829	1.2	18,729	14.3	1,653,496	13.2	317	35,829	80.2
31	1	2012	Jan 31, 2012	201205	Tuesday	62.2	20.8	91.04	-2.1	56.61	18.3	35,829	1.2	22,277	22.2	2,028,190	19.7	317	35,829	80.5

*KPIs for each day for multiple years, allows you to study special events and conduct impact analyses (sporting, political, weather, meetings, ...).*

Source: STR

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# Twelve Month Moving Average with Percent Change



**Tab 6 - Twelve Month Moving Average with Percent Change**

Market: Nashville, TN  
Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Jan 10	54.1	-9.4	90.24	-5.4	48.86	-14.3	12,801,230	2.9	6,931,673	-6.8	625,524,007	-11.8
Feb 10	54.2	-8.3	89.75	-5.7	48.65	-13.5	12,820,550	2.8	6,949,963	-5.8	623,742,054	-11.1
Mar 10	54.7	-6.3	89.70	-5.5	49.04	-11.5	12,844,947	2.7	7,022,269	-3.8	629,929,400	-9.0
Apr 10	54.9	-4.6	89.51	-5.2	49.12	-9.5	12,866,577	2.7	7,060,665	-2.0	632,025,658	-7.1
May 10	56.0	-1.9	88.76	-5.7	49.67	-7.4	12,796,114	1.9	7,160,690	-0.0	635,581,247	-5.7
Jun 10	56.4	-0.3	88.31	-5.8	49.77	-6.1	12,724,384	1.0	7,171,228	0.7	633,271,321	-5.1
Jul 10	57.0	1.8	88.05	-5.4	50.17	-3.7	12,645,613	0.1	7,205,653	1.9	634,477,181	-3.6
Aug 10	57.4	3.9	87.68	-5.4	50.34	-1.7	12,564,827	-0.8	7,214,141	3.0	632,513,123	-2.5
Sep 10	57.9	5.1	87.45	-5.0	50.62	-0.2	12,482,717	-1.7	7,225,345	3.4	631,860,334	-1.8
Oct 10	58.0	5.9	87.03	-4.8	50.51	0.9	12,401,342	-2.5	7,196,674	3.2	626,359,004	-1.7
Nov 10	57.9	6.2	86.84	-4.4	50.27	1.5	12,408,962	-2.6	7,184,190	3.4	623,853,084	-1.1
Dec 10	58.1	6.7	86.89	-4.0	50.48	2.4	12,416,836	-2.8	7,214,481	3.8	626,857,478	-0.4
Jan 11	58.4	7.8	87.12	-3.5	50.85	4.1	12,417,146	-3.0	7,247,962	4.6	631,453,608	0.9
Feb 11	58.5	8.0	87.30	-2.7	51.10	5.0	12,417,426	-3.1	7,268,783	4.6	634,569,028	1.7
Mar 11	58.7	7.5	87.31	-2.7	51.30	4.6	12,414,729	-3.3	7,293,610	3.9	636,817,071	1.1
Apr 11	59.3	8.1	87.74	-2.0	52.02	5.9	12,412,149	-3.5	7,359,786	4.2	645,739,918	2.2
May 11	59.0	5.4	88.67	-0.1	52.30	5.3	12,502,204	-2.3	7,373,891	3.0	653,855,066	2.9
Jun 11	59.4	5.5	89.70	1.6	53.33	7.1	12,583,684	-1.1	7,480,970	4.3	671,034,649	6.0
Jul 11	59.7	4.8	90.39	2.7	53.99	7.6	12,672,592	0.2	7,569,189	5.0	684,193,006	7.8
Aug 11	60.2	4.9	91.19	4.0	54.92	9.1	12,761,469	1.6	7,686,221	6.5	700,894,611	10.8
Sep 11	60.6	4.7	91.95	5.1	55.72	10.1	12,847,479	2.9	7,785,741	7.8	715,913,579	13.3
Oct 11	61.1	5.4	92.89	6.7	56.80	12.5	12,933,039	4.3	7,908,269	9.9	734,631,363	17.3
Nov 11	61.8	6.8	93.27	7.4	57.65	14.7	12,933,219	4.2	7,994,007	11.3	745,632,880	19.5
Dec 11	62.0	6.7	93.40	7.5	57.92	14.7	12,939,512	4.2	8,024,836	11.2	749,488,879	19.6
Jan 12	62.4	7.0	93.43	7.2	58.33	14.7	12,952,439	4.3	8,086,564	11.6	755,500,358	19.6
Feb 12	62.8	7.3	93.59	7.2	58.79	15.1	12,964,115	4.4	8,144,507	12.0	762,216,290	20.1
Mar 12	63.7	8.5	94.19	7.9	60.03	17.0	12,977,104	4.5	8,271,173	13.4	779,061,550	22.3
Apr 12	64.0	7.9	94.44	7.6	60.45	16.2	12,989,764	4.7	8,313,855	13.0	785,191,986	21.6
May 12	64.6	9.5	94.84	7.0	61.24	17.1	13,006,628	4.0	8,398,952	13.9	796,526,640	21.8
Jun 12	65.0	9.3	95.59	6.6	62.12	16.5	13,022,888	3.5	8,462,523	13.1	808,950,070	20.6
Jul 12	64.9	8.7	95.83	6.0	62.23	15.3	13,039,504	2.9	8,467,062	11.9	811,425,434	18.6
Aug 12	65.1	8.0	95.99	5.3	62.44	13.7	13,066,815	2.4	8,499,987	10.6	815,946,354	16.4
Sep 12	65.1	7.5	96.16	4.6	62.65	12.4	13,093,635	1.9	8,530,438	9.6	820,260,957	14.6
Oct 12	65.4	7.0	96.58	4.0	63.18	11.2	13,121,194	1.5	8,583,769	8.5	829,027,435	12.8

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# Quarterly Results



## Tab 10 - Quarterly Results

Market: Nashville, TN

Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
2007 Quarter 1	61.0	-0.9	87.98	6.1	53.65	5.2	2,967,130	0.3	1,809,367	-0.6	159,186,264	5.5
2007 Quarter 2	71.0	0.4	91.52	9.3	65.01	9.8	3,024,585	1.3	2,148,405	1.7	196,626,366	11.2
2007 Quarter 3	66.5	-2.8	88.66	8.0	58.98	5.0	3,063,545	1.7	2,037,991	-1.2	180,694,976	6.8
2007 Quarter 4	62.2	-4.4	94.48	8.1	58.76	3.3	3,082,465	2.2	1,917,040	-2.3	181,120,381	5.6
Total 2007	65.2	-1.9	90.69	7.9	59.12	5.9	12,137,725	1.4	7,912,803	-0.6	717,627,987	7.3
2008 Quarter 1	58.1	-4.7	95.19	8.2	55.34	3.1	3,037,410	2.4	1,765,751	-2.4	168,084,410	5.6
2008 Quarter 2	65.3	-8.0	97.34	6.4	63.58	-2.2	3,082,170	1.9	2,013,219	-6.3	195,967,700	-0.3
2008 Quarter 3	61.5	-7.5	93.12	5.0	57.30	-2.9	3,132,124	2.2	1,927,278	-5.4	179,471,791	-0.7
2008 Quarter 4	55.6	-10.6	97.08	2.7	53.96	-8.2	3,173,295	2.9	1,763,759	-8.0	171,217,821	-5.5
Total 2008	60.1	-7.8	95.68	5.5	57.52	-2.7	12,424,999	2.4	7,470,007	-5.6	714,741,722	-0.4
2009 Quarter 1	51.2	-12.0	91.56	-3.8	46.85	-15.3	3,114,563	2.5	1,593,457	-9.8	145,904,873	-13.2
2009 Quarter 2	57.8	-11.5	93.07	-4.4	53.81	-15.4	3,173,917	3.0	1,834,948	-8.9	170,774,375	-12.9
2009 Quarter 3	55.6	-9.7	86.66	-6.9	48.16	-15.9	3,235,899	3.3	1,798,299	-6.7	155,849,126	-13.2
2009 Quarter 4	53.2	-4.3	90.87	-6.4	48.33	-10.4	3,245,944	2.3	1,726,375	-2.1	156,874,489	-8.4
Total 2009	54.4	-9.4	90.52	-5.4	49.29	-14.3	12,770,323	2.8	6,953,079	-6.9	629,402,863	-11.9
2010 Quarter 1	52.1	1.9	88.07	-3.8	45.91	-2.0	3,189,187	2.4	1,662,647	4.3	146,431,410	0.4
2010 Quarter 2	65.0	12.4	87.76	-5.7	57.02	6.0	3,053,354	-3.8	1,983,907	8.1	174,116,296	2.0
2010 Quarter 3	61.9	11.3	83.37	-3.8	51.58	7.1	2,994,232	-7.5	1,852,416	3.0	154,438,139	-0.9
2010 Quarter 4	53.9	1.4	88.53	-2.6	47.76	-1.2	3,180,063	-2.0	1,715,511	-0.6	151,871,633	-3.2
Total 2010	58.1	6.7	86.89	-4.0	50.48	2.4	12,416,836	-2.8	7,214,481	3.8	626,857,478	-0.4
2011 Quarter 1	54.7	4.8	89.79	1.9	49.07	6.9	3,187,080	-0.1	1,741,776	4.8	156,391,003	6.8
2011 Quarter 2	67.4	3.7	95.95	9.3	64.65	13.4	3,222,309	5.5	2,171,267	9.4	208,333,874	19.7
2011 Quarter 3	66.2	7.0	92.40	10.8	61.18	18.6	3,258,027	8.8	2,157,187	16.5	199,317,069	29.1
2011 Quarter 4	59.7	10.7	94.88	7.2	56.68	18.7	3,272,096	2.9	1,954,606	13.9	185,446,933	22.1
Total 2011	62.0	6.7	93.40	7.5	57.92	14.7	12,939,512	4.2	8,024,836	11.2	749,488,879	19.6
2012 Quarter 1	61.7	12.8	93.54	4.2	57.67	17.5	3,224,672	1.2	1,988,113	14.1	185,963,674	18.9
2012 Quarter 2	72.3	7.3	100.83	5.1	72.89	12.7	3,268,093	1.4	2,362,617	8.8	238,222,394	14.3
2012 Quarter 3	66.8	1.0	94.66	2.4	63.27	3.4	3,328,774	2.2	2,225,102	3.1	210,627,956	5.7

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# Weekday / Weekend Trend

Tab 9 - Weekday / Weekend TREND

Market: Nashville, TN  
Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Date	Occupancy					ADR					RevPar					Week Day Share			Week End Share		
	Week Day	Week End	Total	WO % Chg	WE % Chg	Week Day	Week End	Total	WO % Chg	WE % Chg	Week Day	Week End	Total	WO % Chg	WE % Chg	Supply Share	Demand Share	Revenue Share	Supply Share	Demand Share	Revenue Share
Jan 10	42.0	45.4	43.1	-8.6	-7.9	85.63	82.25	84.48	-4.8	-4.7	35.94	37.31	36.38	-11.0	-12.3	67.7	66.0	66.9	32.3	34.0	33.1
Feb 10	49.6	61.1	52.9	2.0	0.9	87.93	84.74	86.88	-7.2	-6.9	43.64	51.79	45.97	-5.4	-6.1	71.4	67.0	67.8	28.6	33.0	32.2
Mar 10	54.9	76.5	60.5	9.2	10.7	91.19	92.32	91.56	-2.4	2.6	50.07	70.63	55.37	6.6	13.6	74.2	67.4	67.1	25.8	32.6	32.9
Apr 10	54.4	63.4	58.9	6.4	-2.1	91.92	90.05	91.26	-1.1	-5.3	50.00	62.48	53.72	5.2	-7.3	70.2	64.9	65.3	29.8	35.1	34.7
May 10	65.5	73.6	67.9	28.9	20.4	83.85	81.30	83.04	-10.4	-6.6	54.95	59.86	56.38	15.5	12.5	71.0	68.5	69.2	29.0	31.5	30.8
Jun 10	66.2	75.2	68.6	11.9	2.6	88.76	90.61	89.30	-5.4	-4.6	58.80	68.10	61.28	5.9	-2.2	73.3	70.8	70.4	26.7	29.2	29.6
Jul 10	65.9	73.0	68.2	16.8	5.7	84.73	81.03	83.45	-2.1	-4.7	55.79	59.19	56.89	14.4	0.8	67.7	65.4	66.4	32.3	34.6	33.6
Aug 10	55.6	62.4	57.4	11.8	6.5	81.73	78.93	80.95	-6.0	-4.6	45.48	49.23	46.45	5.0	1.5	74.2	71.9	72.6	25.8	28.1	27.4
Sep 10	57.3	67.4	60.0	11.6	8.2	86.63	83.44	85.68	-3.2	-3.2	49.64	56.21	51.39	8.0	4.7	73.3	70.0	70.8	26.7	30.0	29.2
Oct 10	57.7	69.2	61.4	4.0	2.0	88.45	88.84	88.59	-5.2	-4.4	51.05	61.47	54.42	-1.4	-2.4	67.7	63.6	63.5	32.3	36.4	36.5
Nov 10	48.2	61.0	51.6	-3.7	-1.3	88.86	85.78	87.89	-3.4	-1.3	42.85	52.35	45.39	-6.9	-2.5	73.3	68.4	69.2	26.7	31.6	30.8
Dec 10	48.7	50.8	49.3	8.1	-2.7	87.95	91.82	89.11	-0.8	4.2	42.81	46.67	43.93	7.2	1.4	71.0	70.1	69.2	29.0	29.9	30.8
Oct YTD 2010	56.8	66.9	59.7	9.5	4.7	87.08	85.60	86.60	-4.8	-4.1	49.45	57.29	51.72	4.3	0.4	71.1	67.6	67.9	28.9	32.4	32.1
Total 2010	55.3	65.0	58.1	8.2	3.5	87.29	86.05	86.69	-4.4	-3.3	48.28	55.94	50.48	3.5	0.0	71.2	67.8	68.1	28.8	32.2	31.9
Jan 11	44.7	49.5	46.1	6.5	9.2	88.04	87.84	87.98	2.8	6.8	39.36	43.50	40.56	9.5	16.6	71.0	68.8	68.9	29.0	31.2	31.1
Feb 11	51.8	63.0	55.0	4.4	3.0	89.58	88.63	89.27	1.9	4.6	46.42	55.79	49.10	6.4	7.7	71.4	67.3	67.5	28.6	32.7	32.5
Mar 11	60.2	70.6	62.9	9.7	-7.7	92.47	89.21	91.53	1.4	-3.4	55.67	62.96	57.56	11.2	-10.9	74.2	71.0	71.8	25.8	29.0	28.2
Apr 11	60.2	75.2	65.2	10.8	8.4	96.26	94.09	95.42	4.7	4.5	57.99	70.76	62.25	16.0	13.3	66.7	61.6	62.1	33.3	38.4	37.9
May 11	61.1	70.9	63.6	-6.8	-3.7	94.76	88.60	92.99	13.0	9.0	57.86	62.82	59.14	5.3	5.0	74.2	71.2	72.6	25.8	28.8	27.4
Jun 11	71.3	79.3	73.4	7.7	5.5	99.28	98.54	99.07	11.8	8.8	70.80	78.10	72.75	20.4	14.7	73.3	71.2	71.4	26.7	28.8	28.6
Jul 11	67.1	78.2	70.7	1.9	7.1	91.46	89.95	90.92	7.9	11.0	61.36	70.38	64.27	10.0	18.9	67.7	64.3	64.7	32.3	35.7	35.3
Aug 11	62.3	66.4	63.4	12.0	6.5	92.44	88.35	91.33	13.1	11.9	57.62	58.70	57.90	26.7	19.2	74.2	73.0	73.8	25.8	27.0	26.2
Sep 11	61.4	71.7	64.5	7.1	6.5	96.02	93.42	95.15	10.8	12.0	58.95	67.02	61.37	18.7	19.2	70.0	66.6	67.2	30.0	33.4	32.8
Oct 11	64.1	76.8	67.8	11.1	11.0	99.84	97.73	99.15	12.9	10.0	64.03	75.10	67.22	25.4	22.2	71.2	67.3	67.8	28.8	32.7	32.2
Nov 11	56.7	67.8	59.7	17.7	11.1	94.31	91.08	93.33	6.1	6.2	53.50	61.74	55.70	24.9	17.9	73.3	69.7	70.4	26.7	30.3	29.6
Dec 11	48.9	58.0	51.8	0.4	14.1	87.18	97.88	91.04	-0.9	6.6	42.60	56.74	47.16	-0.5	21.6	67.8	63.9	61.2	32.2	36.1	38.8
Oct YTD 2011	60.5	70.3	63.3	6.5	5.1	94.35	91.99	93.60	8.3	7.5	57.07	64.70	59.25	15.4	12.9	71.4	68.2	68.8	28.6	31.8	31.2
Total 2011	59.2	68.9	62.0	7.1	6.0	93.86	92.40	93.40	7.5	7.4	55.59	63.71	57.92	15.1	13.9	71.2	68.0	68.4	28.8	32.0	31.6
Jan 12	50.0	54.2	51.1	12.0	9.5	89.57	87.48	89.00	1.7	-0.4	44.83	47.43	45.50	13.9	9.0	74.2	72.6	73.1	25.8	27.4	26.9
Feb 12	57.3	67.6	60.1	10.6	7.4	92.32	90.74	91.83	3.1	2.4	52.89	61.35	55.22	13.9	10.0	72.4	69.0	69.3	27.6	31.0	30.7
Mar 12	68.4	84.5	73.6	13.5	19.7	97.39	98.92	97.95	5.3	10.9	66.57	83.55	72.05	19.6	32.7	67.7	63.0	62.6	32.3	37.0	37.4
Apr 12	65.1	77.5	68.4	8.1	3.0	97.74	99.34	98.22	1.5	5.6	63.67	76.99	67.22	9.8	8.8	73.3	69.8	69.5	26.7	30.2	30.5
May 12	67.2	79.1	70.3	10.1	11.6	97.82	96.22	97.36	3.2	8.6	65.74	76.13	68.42	13.6	21.2	74.2	70.9	71.3	25.8	29.1	28.7
Jun 12	75.5	83.7	78.2	5.8	5.6	106.74	105.59	106.33	7.5	7.2	80.55	88.42	83.17	13.8	13.2	66.7	64.3	64.6	33.3	35.7	35.4
Jul 12	66.7	79.7	70.0	-0.6	1.8	93.90	92.76	93.56	2.7	3.1	62.63	73.88	65.53	2.1	5.0	74.2	70.7	70.9	25.8	29.3	29.1
Aug 12	63.2	68.7	64.8	1.3	3.4	94.34	91.32	93.41	2.1	3.4	59.60	62.75	60.51	3.4	6.9	71.0	69.2	69.9	29.0	30.8	30.1
Sep 12	61.6	75.2	65.7	0.4	4.8	96.98	97.42	97.13	1.0	4.3	59.77	73.28	63.82	1.4	9.3	70.0	65.7	65.6	30.0	34.3	34.4
Oct 12	66.5	83.6	70.9	3.6	8.8	102.37	106.13	103.51	2.5	8.6	68.03	88.73	73.37	6.2	18.1	74.2	69.6	68.8	25.8	30.4	31.2
Oct YTD 2012	64.1	75.7	67.4	5.9	7.7	97.24	97.40	97.29	3.1	5.9	62.30	73.77	65.53	9.2	14.0	71.8	68.3	68.3	28.2	31.7	31.7

Week Day = Sunday through Thursday, Week End = Friday and Saturday

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# Monthly Segmentation (Group/Transient) Raw Data



**Tab 12 - Monthly Segmentation Raw Data**

Market: Nashville, TN

Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Date	Supply		Demand				Revenue			
	Total	Transient	Group	Contract	Total	Transient	Group	Contract	Total	
Jan 10	1,097,462	226,043	222,612	23,979	472,634	18,341,197	20,516,839	1,071,520	39,929,556	
Feb 10	991,256	261,710	239,726	23,074	524,510	22,276,822	22,223,703	1,066,493	45,567,017	
Mar 10	1,100,469	349,852	290,717	24,934	665,503	30,787,701	29,055,908	1,091,228	60,934,837	
Apr 10	1,064,940	314,770	289,863	22,212	626,845	27,622,278	28,615,088	970,293	57,207,659	
May 10	1,007,624	415,977	235,387	32,687	684,051	36,060,657	19,319,428	1,426,498	56,806,583	
Jun 10	980,790	406,203	236,019	30,789	673,011	37,285,426	21,485,069	1,331,558	60,102,054	
Jul 10	1,008,926	353,326	304,725	29,753	687,804	30,439,801	25,604,675	1,352,811	57,397,288	
Aug 10	1,008,926	377,339	168,796	32,785	578,920	31,346,593	14,044,343	1,469,779	46,860,714	
Sep 10	976,380	329,652	228,385	27,655	585,692	29,009,185	19,962,236	1,208,716	50,180,137	
Oct 10	1,012,367	324,350	266,221	31,285	621,856	29,834,837	23,932,824	1,322,216	55,089,876	
Nov 10	1,066,080	318,444	206,134	26,001	550,579	28,805,163	18,468,802	1,114,503	48,388,467	
Dec 10	1,101,616	352,385	167,771	22,920	543,076	32,981,374	14,445,032	966,885	48,393,290	
Oct YTD 2010	10,249,140	3,353,224	2,482,450	279,152	6,120,826	293,004,496	224,760,114	12,311,111	530,075,721	
Total 2010	12,416,836	4,030,052	2,856,355	328,073	7,214,481	354,791,032	257,673,947	14,392,498	626,857,478	
Jan 11	1,097,772	221,298	261,687	23,130	506,115	18,798,793	24,707,154	1,019,740	44,525,686	
Feb 11	991,536	276,830	246,951	21,550	545,331	24,772,823	22,944,579	965,035	48,682,437	
Mar 11	1,097,772	340,610	327,266	22,453	690,330	31,177,801	30,993,627	1,011,452	63,182,880	
Apr 11	1,062,360	346,291	326,574	20,155	693,021	32,291,309	32,969,371	869,826	66,130,506	
May 11	1,097,679	370,662	304,758	22,736	698,156	33,844,000	30,100,108	977,623	64,921,731	
Jun 11	1,062,270	408,474	347,471	24,145	780,090	40,534,201	35,712,286	1,035,151	77,281,637	
Jul 11	1,097,834	395,994	354,723	25,307	776,023	35,981,575	33,489,312	1,084,758	70,555,645	
Aug 11	1,097,803	366,312	304,075	24,965	695,952	33,164,255	29,326,573	1,071,490	63,562,319	
Sep 11	1,062,390	339,689	323,304	22,219	685,212	32,266,220	31,993,671	939,014	65,199,105	
Oct 11	1,097,927	353,835	368,122	22,426	744,384	34,454,339	38,438,060	915,261	73,807,660	
Nov 11	1,066,260	339,031	274,910	22,376	636,317	32,410,468	26,020,514	959,002	59,389,984	
Dec 11	1,107,909	395,595	155,419	22,891	573,905	37,925,948	13,347,684	975,657	52,249,289	
Oct YTD 2011	10,765,343	3,420,596	3,164,932	229,087	6,814,614	317,285,317	310,674,940	9,889,349	637,849,606	
Total 2011	12,939,512	4,155,222	3,595,260	274,354	8,024,836	387,621,732	350,043,138	11,824,009	749,488,879	
Jan 12	1,110,699	268,980	276,048	22,815	567,843	23,714,938	25,812,915	1,009,311	50,537,165	
Feb 12	1,003,212	316,289	264,212	22,773	603,274	29,097,711	25,308,848	991,810	55,398,369	
Mar 12	1,110,761	424,690	369,247	23,059	816,996	40,981,714	38,053,219	993,206	80,028,140	
Apr 12	1,075,020	380,380	339,311	15,411	735,703	36,626,726	34,893,335	740,881	72,260,942	
May 12	1,114,543	414,170	353,418	15,665	783,253	41,175,016	34,314,171	767,198	76,256,385	
Jun 12	1,078,530	438,140	383,066	22,455	843,661	47,314,627	41,373,515	1,016,925	89,705,067	
Jul 12	1,114,450	425,576	330,156	24,830	780,562	40,531,426	31,319,825	1,179,758	73,031,009	
Aug 12	1,125,114	415,638	289,560	23,679	728,877	39,600,208	27,411,535	1,071,495	68,083,239	
Sep 12	1,089,210	370,253	322,136	23,268	715,663	35,803,745	32,684,620	1,025,343	69,513,708	
Oct 12	1,125,486	388,938	383,332	25,445	797,715	40,904,995	40,576,847	1,092,296	82,574,138	
Oct YTD 2012	10,947,025	3,843,061	3,311,085	219,401	7,373,547	375,751,107	331,748,831	9,888,224	717,388,162	

Supply	Percent Change				Demand				Revenue				Census & Sample %		
	Total	Transient	Group	Contract	Total	Transient	Group	Contract	Total	Transient	Group	Contract	Census Props	Census Rooms	% Seg Participant
2.9	13.4	-17.5	-3.4	-4.3	-1.4	-14.8	-5.0	-8.9	2.9	13.4	-17.5	-3.4	312	35402	29.8
2.0	25.9	-13.4	6.6	3.6	18.1	-19.3	11.7	-3.8	2.0	25.9	-13.4	6.6	312	35402	30.8
2.3	27.5	-0.9	-1.4	12.2	28.0	-1.7	-3.0	11.3	2.3	27.5	-0.9	-1.4	313	35499	30.7
2.1	14.9	-0.5	-4.2	6.5	9.1	-0.4	-7.9	3.8	2.1	14.9	-0.5	-4.2	313	35498	30.7
-6.5	46.9	-12.8	5.5	17.1	40.8	-26.7	10.5	6.7	-6.5	46.9	-12.8	5.5	311	32504	24.7
-6.8	26.1	-23.3	-5.7	1.6	25.0	-31.1	-4.4	-3.7	-6.8	26.1	-23.3	-5.7	313	32693	24.5
-7.2	11.3	-0.2	-2.5	5.3	14.7	-9.5	-0.1	2.1	-7.2	11.3	-0.2	-2.5	313	32546	24.6
-7.4	22.1	-27.6	15.8	1.5	21.7	-35.6	17.8	-4.0	-7.4	22.1	-27.6	15.8	313	32546	24.6
-7.8	23.8	-20.8	39.2	2.0	26.8	-26.2	32.2	-1.3	-7.8	23.8	-20.8	39.2	313	32546	24.6
-7.4	10.7	-21.2	58.2	-4.4	9.4	-26.2	46.9	-9.1	-7.4	10.7	-21.2	58.2	314	32657	24.0
0.7	16.0	-23.9	47.3	-2.2	19.4	-28.8	36.9	-4.9	0.7	16.0	-23.9	47.3	315	35536	30.1
0.7	16.8	-12.9	24.8	5.9	19.8	-15.1	16.7	6.6	0.7	16.8	-12.9	24.8	315	35536	30.1
-3.5	22.3	-13.6	8.6	4.1	19.7	-18.9	8.4	-0.6	-3.5	22.3	-13.6	8.6	317		
-2.8	21.3	-14.4	12.0	3.8	19.7	-13.5	10.7	-0.4	-2.8	21.3	-14.4	12.0	317		
0.0	-2.1	17.6	-3.5	7.1	2.5	20.4	-4.8	11.5	0.0	-2.1	17.6	-3.5	314	35412	30.2
0.0	5.8	3.0	-6.6	4.0	11.2	3.2	-9.5	6.8	0.0	5.8	3.0	-6.6	314	35412	30.2
-0.2	-2.6	12.6	-9.9	3.7	1.3	6.7	-7.3	3.7	-0.2	-2.6	12.6	-9.9	314	35412	30.8
-0.2	10.0	12.7	-9.3	10.6	16.9	15.2	-10.4	15.6	-0.2	10.0	12.7	-9.3	314	35412	31.2
8.9	-10.9	29.5	-30.4	2.1	-6.1	55.8	-31.5	14.3	8.9	-10.9	29.5	-30.4	314	35409	31.2
8.3	0.6	47.2	-21.6	15.9	8.7	66.2	-22.3	28.6	8.3	0.6	47.2	-21.6	314	35409	31.2
8.8	12.1	16.4	-14.9	12.8	18.2	30.8	-19.8	22.9	8.8	12.1	16.4	-14.9	314	35414	31.2
8.8	-2.8	80.1	-23.9	20.2	5.8	108.8	-27.1	35.6	8.8	-2.8	80.1	-23.9	314	35413	31.2
8.8	3.0	41.6	-19.7	17.0	11.2	60.3	-22.3	29.9	8.8	3.0	41.6	-19.7	314	35413	31.2
8.5	9.1	38.3	-28.3	19.7	15.5	60.6	-30.8	34.0	8.5	9.1	38.3	-28.3	314	35417	31.2
0.0	6.5	33.4	-13.9	15.6	12.5	40.9	-14.0	22.7	0.0	6.5	33.4	-13.9	315	35542	31.1
0.6	12.3	-7.4	-0.1	5.7	15.0	-7.6	0.9	8.0	0.6	12.3	-7.4	-0.1	316	35739	31.0
5.0	1.8	27.5	-17.9	11.3	8.3	38.2	-13.7	20.3	5.0	1.8	27.5	-17.9			
4.2	3.1	25.9	-16.4	11.2	9.3	35.8	-17.8	19.6	4.2	3.1	25.9	-16.4			
1.2	21.5	5.5	-1.4	12.2	26.2	4.5	-1.0	13.5	1.2	21.5	5.5	-1.4	317	35829	30.0
1.2	14.3	7.0	5.7	10.6	17.5	10.3	2.8	13.8	1.2	14.3	7.0	5.7	317	35829	30.0
1.2	24.7	12.8	2.7	18.3	31.4	22.8	-1.8	26.7	1.2	24.7	12.8	2.7	317	35831	30.7
1.2	9.8	4.1	-23.5	6.2	13.4	5.8	-14.8	9.3	1.2	9.8	4.1	-23.5	317	35834	30.9
1.5	11.7	16.0	-31.1	12.2	21.7	14.0	-21.5	17.5	1.5	11.7	16.0	-31.1	318	35953	30.0
1.5	7.3	10.2	-7.0	8.1	16.7	15.9	-1.8	16.1	1.5	7.3	10.2	-7.0	318	35951	31.4
1.5	7.5	-6.9	-1.9	0.6	12.6	-6.5	8.8	3.5	1.5	7.5	-6.9	-1.9	318	35950	30.8
2.5	13.3	-4.8	-5.2	4.7	19.4	-6.5	0.0	7.1	2.5	13.3	-4.8	-5.2	319	36234	28.9
2.5	9.0	-0.4	4.7	4.4	11.0	2.2	9.2	6.6	2.5	9.0	-0.4	4.7	319	36307	28.9
2.5	9.9	4.1	13.5	7.2	18.7	5.6	19.3	11.9	2.5	9.9	4.1	13.5	319	36306	28.9
1.7	12.4	4.6	-4.2	8.2	18.4	6.8	-0.0	12.5	1.7	12.4	4.6	-4.2			

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# Hotel Development Data (Pipeline Report)



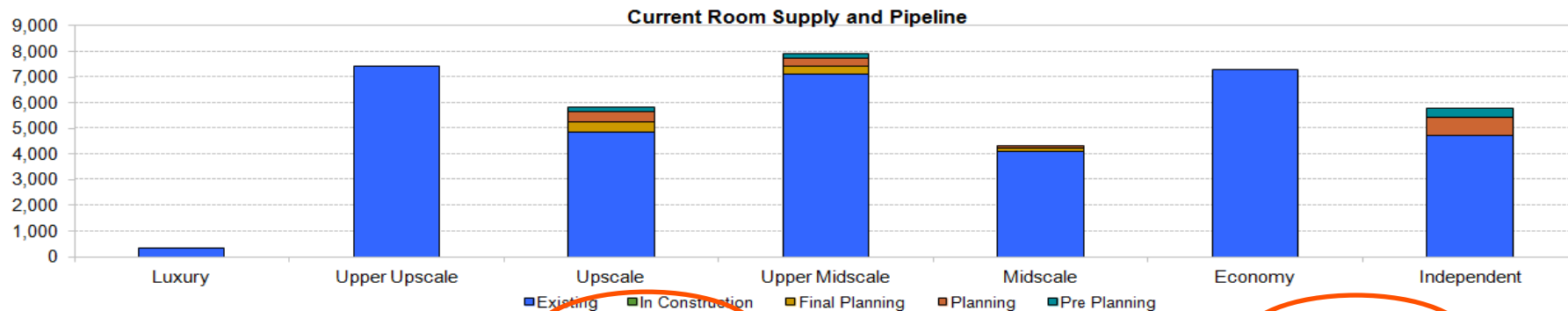
- Includes “Historic Supply” data, what hotels have opened in the last 5 years, as well as conversion activity
- Includes future “Pipeline” information – hotels under construction and in various phases of planning
- Also detailed data on existing hotels and pipeline projects
- You can select a geographic area (city, state, country) anywhere in the world
- Professors can use for feasibility/development studies, supply analyses, market studies, or to help with forecasting.
- You can see what brands and markets have been popular in an area and which ones will be popular in the future.
- Prior year Pipeline data available via a “Changes to Existing Supply Report”

# Hotel Pipeline/Development Data

## Tab 2 - Supply Summary

Location: Nashville, TN

Publication Date: February 23, 2012



### Hotels

	Historic Supply					
	Jan-07	Jan-08	Jan-09	Jan-10	Jan-11	Jan-12
Luxury	1	1	1	1	1	1
Upper Upscale	14	14	15	15	15	15
Upscale	23	25	27	31	32	33
Upper Midscale	58	62	62	66	68	71
Midscale	43	46	49	48	49	46
Economy	83	88	87	87	83	83
Independent	66	61	61	64	66	68
<b>Total</b>	<b>288</b>	<b>297</b>	<b>302</b>	<b>312</b>	<b>314</b>	<b>317</b>

	Pipeline Projects			
	In Constr.	Final Planning	Planning	Pre Planning
1				
3		3	2	2
		2	3	2
		2	1	
			5	2
<b>Total</b>	<b>4</b>	<b>7</b>	<b>11</b>	<b>6</b>

### Rooms

	Historic Supply					
	Jan-07	Jan-08	Jan-09	Jan-10	Jan-11	Jan-12
Luxury	340	340	340	340	340	340
Upper Upscale	7,136	7,136	7,419	7,419	7,417	7,420
Upscale	3,453	3,704	3,973	4,542	4,639	4,851
Upper Midscale	6,157	6,548	6,476	6,760	6,887	7,126
Midscale	3,986	4,271	4,321	4,258	4,363	4,085
Economy	7,232	7,868	7,801	7,756	7,208	7,282
Independent	4,558	3,882	4,075	4,327	4,531	4,704
<b>Total</b>	<b>32,862</b>	<b>33,749</b>	<b>34,405</b>	<b>35,402</b>	<b>35,385</b>	<b>35,808</b>

	Pipeline Projects			
	In Constr.	Final Planning	Planning	Pre Planning
800				
588		414	375	181
		310	309	189
		160	91	
			715	350
<b>Total</b>	<b>1,388</b>	<b>884</b>	<b>1,490</b>	<b>720</b>

Source and Copyright: Smith Travel Research / McGraw-Hill Construction Dodge

*Detailed information about past (last 5 years) and future development (next 5 years)*

Source: STR

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# Pipeline Scale and Brand Data

## Tab 3 - Pipeline by Brand Summary

Location: Nashville, TN

Publication Date: February 23, 2012

	Hotels					
	Existing Supply *		Pipeline Projects			
	Total	Recently Opened	In Constr.	Final Planning	Planning	Pre-Planning
Luxury						
Loews	1					
Luxury Total	1	-	-	-	-	-
Upper Upscale						
Autograph Collection	1					
Embassy Suites	4					
Gaylord	1					
Hilton	2					
Marriott	3					
Millennium	1					
Omni			1			
Renaissance	1					
Sheraton Hotel	2					
Upper Upscale Total	15	-	1	-	-	-
Upscale						
aloft Hotel	1					
Courtyard	7					
Doubletree	3					
Four Points	1					
Hilton Garden Inn	4					
Homewood Suites	3			1	1	1
Hotel Indigo	2					1
Hyatt Place	5				1	
Radisson	2					
Residence Inn	3			1		
Springhill Suites	2			1		
Upscale Total	33	-	-	3	2	2
Upper Midscale						
Best Western Plus	3					
Clarion	1					
Comfort Inn	10					
Comfort Suites	8					1
Country Inn & Suites	8					
Drury Inn & Suites	1					
Drury Plaza Hotel			1			
Fairfield Inn	4					1
Hampton Inn	8					
Hampton Inn Suites	10				1	
Holiday Inn	2			2	1	
Holiday Inn Express	15					
Home2 Suites			1		1	
TownePlace Suites	1	1	1			
Upper Midscale Total	71	1	3	2	3	2

	Rooms				
	Existing Supply ^		In Constr.	Pipeline Projects	
	Total	Recently Opened		Final Planning	Pre-Planning
340					
<b>340</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
125					
1,037					
2,884					
533					
999					
287			800		
673					
882					
<b>7,420</b>	<b>-</b>	<b>800</b>	<b>-</b>	<b>-</b>	<b>-</b>
143					
1,048					
643					
212					
547					
355				161	120
236					61
554					120
483					
402					
228				150	
				103	
<b>4,851</b>	<b>-</b>	<b>-</b>	<b>414</b>	<b>375</b>	<b>181</b>
230					
174					
785					
603					63
555					
155					
			344		
333					126
702					
1,140					100
680				310	100
1,668					
101	101	119		109	
<b>7,126</b>	<b>101</b>	<b>588</b>	<b>310</b>	<b>309</b>	<b>189</b>

- Also changes to existing supply (conversions, opens/closes) and property/construction details

Source: STR

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# Data By Property



## Tab 5 - Data by Property

Location: Nashville, TN  
Publication Date: April 02, 2015

	STR ID	Hotel Name	Brand	Rooms	Sq Ft Meeting Space	Sq. Ft. Largest Meeting Space	(Anticipated) Open Date	Date Closed	Address	Country Calling Code	Phone
<b>Luxury</b>											
Open	20862	Loews Vanderbilt Plaza Hotel	Loews	340	24,000	8,442	Jun-84		2100 West End Ave, Nashville, TN 37203-5200	1	(615) 320-1700
Final Planning		Intercontinental Nashville Summit	InterContinental	285					1616 West End Ave, Nashville, TN 37203-3126	1	
Final Planning		Jw Marriott Nashville	Jw Marriott	450	60,000				2018th Ave S, Nashville, TN 37203	1	
Final Planning		Thompson Nashville	Thompson Hotels	224					11th Avenue South & 12th Avenue South & Pine Street, Nashville, TN 37203	1	
<b>Upper Upscale</b>											
Open	12207	Autograph Collection Union Station	Autograph Collection	125	12,000	2,550	Jun-86		1001 Broadway, Nashville, TN 37203-3113	1	(615) 726-1001
Open	12986	Embassy Suites Nashville Airport	Embassy Suites	296	12,033	3,888	Sep-86		10 Century Blvd, Nashville, TN 37214-3644	1	(615) 871-0033
Open	42193	Embassy Suites Nashville @ Vanderbilt	Embassy Suites	208	2,679	1,470	Jul-01		1811 Broadway St, Nashville, TN 37203-2711	1	(615) 320-8899
Open	42217	Embassy Suites Nashville South Center	Embassy Suites	250	15,083	10,086	Aug-01		820 Crescent Centre Dr, Franklin, TN 37067-6218	1	(615) 515-5151
Open	55724	Embassy Suites Murfreesboro & Conference Center	Embassy Suites	283	43,403	28,800	Sep-08		1200 Conference Center Blvd, Murfreesboro, TN 37129-4321	1	(615) 890-4464
Open	12668	Gaylord Opryland Resort	Gaylord	2,882	600,000	55,314	Jun-77		2800 Opryland Dr, Nashville, TN 37214-1200	1	(615) 889-1000
Open	7975	Gaylord The Inn @ Opryland	Gaylord	303	9,362	4,170	May-86		2401 Music Valley Dr, Nashville, TN 37214-1002	1	(615) 889-0800
Open	27366	Hilton Suites Brentwood	Hilton	203	4,861	1,152	Oct-89		9000 Overlook Blvd, Brentwood, TN 37027-5242	1	(615) 370-0111
Open	38391	Hilton Nashville Downtown	Hilton	330	12,962	7,452	Oct-00		1214th Ave S, Nashville, TN 37201-2003	1	(615) 620-1000
Open	6877	Marriott Nashville Airport	Marriott	392	25,000	7,812	Nov-81		600 Marriott Dr, Nashville, TN 37214-5046	1	(615) 889-9300
Open	38168	Marriott Franklin Cool Springs	Marriott	300	29,000	13,552	May-93		700 Cool Springs Blvd, Franklin, TN 37067-2696	1	(615) 261-6100
Open	42919	Marriott Nashville @ Vanderbilt University	Marriott	307	11,000	4,700	Nov-01		2555 West End Ave, Nashville, TN 37203-1423	1	(615) 321-1300
Open	9097	Millennium Maxwell House Nashville	Millennium	287	17,000	9,000	May-79		2025 Metrocenter Blvd, Nashville, TN 37228-1505	1	(615) 259-4343
Open	61329	Omni Nashville Hotel	Omni	800	80,000	25,000	Sep-13		250 5th Ave S, Nashville, TN 37203-4206	1	(615) 782-5300
Open	20763	Renaissance Nashville Hotel	Renaissance	673	31,000	18,000	Aug-87		611 Commerce St, Nashville, TN 37203-3742	1	(615) 255-8400
Open	3085	Sheraton Hotel Music City	Sheraton Hotel	410	32,000	11,000	Mar-85		777 McGavock Pike, Nashville, TN 37214-3140	1	(615) 885-2200
Open	5814	Sheraton Hotel Nashville Downtown	Sheraton Hotel	482	25,000	10,680	May-75		623 Union St, Nashville, TN 37219-1706	1	(615) 259-2000
Final Planning		Kimpton Hotel Nashville	Kimpton	180	6,500				204-206 21st Avenue South, Nashville, TN 37203	1	
Final Planning		Westin Nashville	Westin	450					100 Clark Place, Nashville, TN 37203	1	
Unconfirmed		Canopy By Hilton Nashville	Canopy by Hilton						5th Ave S & Korean Veterans Blvd, Nashville, TN 37203	1	
<b>Upscale</b>											
Open	54739	Aloft Hotel Nashville West End	aloft Hotel	139	1,995	780	Oct-07		1719 West End Ave, Nashville, TN 37203-2606	1	(615) 329-4200
Open	57554	Aloft Hotel Nashville Cool Springs	aloft Hotel	143	524	524	Sep-08		7109 S Springs Dr, Franklin, TN 37067-1616	1	(615) 435-8700
Open	12660	Ascend Collection The Capitol Hotel	Ascend Collection	100			Jun-61		711 Union St, Nashville, TN 37219-1707	1	(615) 242-4311
Open	9331	Courtyard Nashville Airport	Courtyard	145	1,100	1,100	Jan-88		2508 Elm Hill Pike, Nashville, TN 37214-3106	1	(615) 883-9500
Open	17909	Courtyard Nashville Brentwood	Courtyard	145	1,500	400	Oct-86		103 Eastpark Dr, Brentwood, TN 37027-7505	1	(615) 371-9200
Open	31469	Courtyard Nashville Vanderbilt West	Courtyard	226	1,500	1,000	Sep-95		1901 West End Ave, Nashville, TN 37203-2308	1	(615) 327-9900
Open	56811	Courtyard Franklin Cool Springs	Courtyard	126	600	600	Dec-08		2001 Meridian Blvd, Franklin, TN 37067-6343	1	(615) 778-0080
Open	62801	Courtyard Nashville Green Hills	Courtyard	123	1,606	806	Jun-14		3800 Bedford Ave, Nashville, TN 37215-2506	1	(615) 298-7700
Open	34062	Courtyard Nashville @ Opryland	Courtyard	94	500	500	Apr-97		125 Music City Cir, Nashville, TN 37214-1205	1	(615) 882-9133
Open	34668	Courtyard Nashville Downtown	Courtyard	192	3,200	1,570	Jun-98		170 4th Ave N, Nashville, TN 37219-2412	1	(615) 256-0900
Open	59394	Courtyard Nashville Goodlettsville	Courtyard	120	3,463	1,960	Jan-10		865 Conference Dr, Goodlettsville, TN 37072-1901	1	(615) 851-3000
Open	19776	Doubletree Murfreesboro	DoubleTree	168	5,904	3,168	Feb-88		1850 Old Fort Pkwy, Murfreesboro, TN 37129-3363	1	(615) 895-5555
Open	9616	Doubletree Nashville	DoubleTree	341	13,793	7,000	Jun-79		315 4th Ave N, Nashville, TN 37219-1601	1	(615) 244-8200
Open	12958	Doubletree Suites Nashville Airport	DoubleTree	138	2,669	1,100	May-88		2424 Atrium Way, Nashville, TN 37214-5102	1	(615) 889-8889
Open	64664	Doubletree Suites Nashville Airport	DoubleTree	138	2,669	1,100	May-88		2424 Atrium Way, Nashville, TN 37214-5102	1	(615) 889-8889

# Changes to Existing Supply by Brand



Tab 4 - Changes to Existing Supply by Brand

Location: Nashville, TN  
Publication Date: April 02, 2015

12 Month Change								
Feb-14 Existing Supply	New Build	Add Converted In	Room Additions	Closed	Removed Converted Out	Rooms Removed	Net Gain / Loss	Feb-15 Existing Supply
<b>Luxury</b>								
Loews	340						-	340
<b>Luxury Total</b>	<b>340</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>340</b>

<b>Upper Upscale</b>								
Autograph Collection	125						-	125
Embassy Suites	1,037						-	1,037
Gaylord Entertainment	3,185						-	3,185
Hilton	533						-	533
Marriott	333						-	333
Millennium Hotels	287						-	287
Omni	800						-	800
Renaissance	673						-	673
Sheraton Hotel	410		482				482	892
Wyndham Hotels							-	
<b>Upper Upscale Total</b>	<b>8,049</b>	<b>-</b>	<b>-</b>	<b>482</b>	<b>-</b>	<b>-</b>	<b>482</b>	<b>8,531</b>

<b>Upscale</b>								
aloft Hotels	282						-	282
Ascend Collection			100				100	100
Courtyard	1,048	123					123	1,171
DoubleTree	643						-	643
Four Points by Sheraton	212		101				101	313
Hilton Garden Inn	547	100					100	647
Homewood Suites	547						-	547
Hotel Indigo	130						-	130
Hyatt Place	803						-	803
Radisson	180						-	180
Residence Inn	402	257					257	653
Springhill Suites	228	100					100	328
Wyndham Vacation Resort	25						-	25
<b>Upscale Total</b>	<b>5,053</b>	<b>580</b>	<b>201</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>781</b>	<b>5,834</b>

<b>Upper Midscale</b>								
Best Western Plus	230						-	230
Boards Inn & Suites	27						-	27
Clarion	355		2				2	357
Comfort Inn	563				(52)		(52)	511
Comfort Suites	603						-	603
Country Inn & Suites	430						-	430
Drury Inn & Suites	154						-	154
Drury Plaza Hotel	338						-	338
Fairfield Inn	333	126			(93)	33	366	691
Hampton Inn	691						-	691
Hampton Inn & Suites	1,140						-	1,140
Holiday Inn	680						-	680
Holiday Inn Express Hotel	1,532		-				-	1,532
Home2 Suites by Hilton	224						-	224
TownePlace Suites	101	120				120	221	221
<b>Upper Midscale Total</b>	<b>7,521</b>	<b>246</b>	<b>-</b>	<b>2</b>	<b>(145)</b>	<b>-</b>	<b>103</b>	<b>7,624</b>

60 Month Change								
Feb-10 Existing Supply	New Build	Add Converted In	Room Additions	Closed	Removed Converted Out	Rooms Removed	Net Gain / Loss	Feb-15 Existing Supply
<b>Luxury</b>								
Loews	340						-	340
<b>Luxury Total</b>	<b>340</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>340</b>

		125					125	125
1,037							-	1,037
2,881		303	3			(2)	304	3,185
533							-	533
333							-	333
287							-	287
800	800						800	800
673							-	673
884			484	(474)		(2)	8	892
125					(125)		(125)	
<b>7,419</b>	<b>800</b>	<b>428</b>	<b>487</b>	<b>(474)</b>	<b>(125)</b>	<b>(4)</b>	<b>1,112</b>	<b>8,531</b>

		133					133	282
143		100					100	100
1,048	123						123	1,171
643							-	643
		101	212				313	313
547	100						100	647
355	192						192	547
139	37		33		(133)		(3)	130
554	255						255	803
483					(303)		(303)	180
402	257						257	653
228	100						100	328
25							-	25
<b>4,567</b>	<b>1,124</b>	<b>340</b>	<b>245</b>	<b>-</b>	<b>(442)</b>	<b>-</b>	<b>1,267</b>	<b>5,834</b>

		229	1				230	230
		27					27	27
173		180	3			(11)	178	357
785					(274)		(274)	511
530	73						73	603
555			3		(67)	(1)	(65)	430
155						(1)	(1)	154
	338						338	338
333	126				(33)		33	366
702						(11)	(11)	691
1,140							-	1,140
818					(138)		(138)	680
1,563		227	113		(187)	(124)	23	1,532
	224						224	224
	221						221	221
<b>6,760</b>	<b>382</b>	<b>663</b>	<b>126</b>	<b>-</b>	<b>(759)</b>	<b>(148)</b>	<b>864</b>	<b>7,624</b>

# Hotel P&L Data (HOST/Profitability Report)



- Annual P&L accounting information: revenues, expenses, profits, payroll, cost of goods sold, fixed charges, GOP, ...
- Historic data back to 1990 for many areas of the world
- You can select a geographic area (city, country), a type of hotel (luxury, resort), or even select specific individual hotels
- Provided in Excel file with raw data, easy to graph/analyze
- Accounting professors can demonstrate P&L data for live hotels (averages only), study actual revenues or expenses over time, or compare P&L information for different types of hotels or for hotels in different areas
- More detailed P&L data also available.
- Participation is different than for STAR data.

# HOST (Profit & Loss Accounting) Data



2012	Props:	17
	Rooms:	4,067
	Occupancy:	75.4%
	ADR:	\$123.76
	RevPAR:	\$93.34

2011	Props:	17
	Rooms:	4,067
	Occupancy:	72.9%
	ADR:	\$117.06
	RevPAR:	\$85.35

## STR Analytics

### 2013 Custom HOST Report Summary

	2012			2011			Variance %	
	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Amount Per Available Room	Amount Per Occupied Roomnight
	%	\$	\$	%	\$	\$	%	%
<b>REVENUE</b>								
Rooms	74.6 %	\$ 34,070	\$ 123.76	73.7 %	\$ 31,147	\$ 117.06	9.4 %	5.7 %
Food	12.9	5,880	21.36	13.0	5,477	20.58	7.4	3.8
Beverage	2.8	1,265	4.59	2.9	1,210	4.55	4.5	1.0
Other Food & Beverage	5.1	2,309	8.39	5.1	2,162	8.13	6.8	3.2
Telecommunications	0.1	61	0.22	0.3	139	0.52	(56.1)	(57.6)
Other Operated Departments	1.8	827	3.00	1.9	799	3.00	3.4	(0.0)
Rentals & Other Income	2.6	1,193	4.33	3.0	1,272	4.78	(6.3)	(9.4)
Cancellation Fee	0.2	89	0.32	0.1	60	0.22	50.0	45.0
<b>TOTAL REVENUE</b>	<b>100.0 %</b>	<b>\$ 45,694</b>	<b>\$ 165.98</b>	<b>100.0 %</b>	<b>\$ 42,267</b>	<b>\$ 158.85</b>	<b>8.1 %</b>	<b>4.5 %</b>
<b>DEPARTMENTAL EXPENSES</b>								
Rooms	22.1 %	\$ 7,513	\$ 27.29	22.8 %	\$ 7,088	\$ 26.64	6.0 %	2.5 %
Food & Beverage	65.2	6,161	22.38	67.1	5,938	22.32	3.8	0.3
Telecommunications	531.4	325	1.18	218.3	304	1.14	6.8	3.3
Rental Income	78.5	1,006	3.65	68.5	913	3.43	10.2	6.5
Other Expenses	58.8	486	1.77	56.5	452	1.70	7.6	4.0
<b>TOTAL DEPARTMENTAL EXPENSE</b>	<b>33.9 %</b>	<b>\$ 15,491</b>	<b>\$ 56.27</b>	<b>34.8 %</b>	<b>\$ 14,695</b>	<b>\$ 55.23</b>	<b>5.4 %</b>	<b>1.9 %</b>
<b>DEPARTMENTAL PROFITS</b>								
Rooms	77.9 %	\$ 26,557	\$ 96.47	77.2 %	\$ 24,059	\$ 90.42	10.4 %	6.7 %
Food & Beverage	34.8	3,293	11.96	32.9	2,912	10.94	13.1	9.3
Telecommunications	(431.4)	(264)	(0.96)	-118.3	(165)	(0.62)	60.1	54.7
Rental Income	21.5	276	1.00	31.5	419	1.57	(34.1)	(36.3)
Other Expenses	41.2	340	1.24	43.5	347	1.31	(2.0)	(5.3)
<b>TOTAL DEPARTMENTAL PROFITS</b>	<b>66.1 %</b>	<b>\$ 30,203</b>	<b>\$ 109.71</b>	<b>65.2 %</b>	<b>\$ 27,572</b>	<b>\$ 103.62</b>	<b>9.5 %</b>	<b>5.9 %</b>

Analyze actual P&L data for live hotels, research profitability, professors can compare revenues and expenses of different types of hotels in different locations

Source: STR  
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# HOST/Profitability Data continued

## STR Analytics

### 2013 Custom HOST Report

#### Summary

	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Amount Per Available Room	Amount Per Occupied Roomnight
	%	\$	\$	%	\$	\$	%	%
<b>UNDISTRIBUTED OPERATING EXPENSES</b>								
Administrative & General	8.1 %	\$ 3,688	\$ 13.40	8.5 %	\$ 3,594	\$ 13.51	2.6 %	(0.8) %
Marketing	5.7	2,600	9.44	7.7	3,260	12.25	(20.3)	(22.9)
Utility Costs	4.7	2,135	7.76	5.0	2,121	7.97	0.7	(2.7)
Property Operation & Maintenance	3.9	1,768	6.42	3.9	1,649	6.20	7.2	3.6
<b>TOTAL UNDISTRIB. OPERATING EXPENSES</b>	<b>22.3</b>	<b>\$ 10,192</b>	<b>\$ 37.02</b>	<b>25.1 %</b>	<b>\$ 10,625</b>	<b>\$ 39.93</b>	<b>(4.1) %</b>	<b>(7.3) %</b>
<b>GROSS OPERATING PROFIT</b>	<b>43.8 %</b>	<b>\$ 20,011</b>	<b>\$ 72.69</b>	<b>40.1 %</b>	<b>\$ 16,947</b>	<b>\$ 63.69</b>	<b>18.1 %</b>	<b>14.1 %</b>
Franchise Fees (Royalty)	1.5	705	2.56	1.6	656	2.47	7.5	3.9
Management Fees	3.5	1,620	5.88	3.6	1,539	5.78	5.2	1.7
<b>INCOME BEFORE FIXED CHARGES</b>	<b>38.7 %</b>	<b>\$ 17,686</b>	<b>\$ 64.24</b>	<b>34.9 %</b>	<b>\$ 14,752</b>	<b>\$ 55.44</b>	<b>19.9 %</b>	<b>15.9 %</b>
<b>SELECTED FIXED CHARGES</b>								
Taxes	2.9 %	\$ 1,335	\$ 4.85	3.2 %	\$ 1,352	\$ 5.08	(1.3) %	(4.6) %
Insurance	0.5	239	0.87	0.6	239	0.90	0.1	(3.2)
Reserve For Capital Replacement	1.9	859	3.12	2.1	883	3.32	(2.7)	(6.0)
<b>AMOUNT AVAILABLE FOR DEBT SERVICE &amp; OTHER FIXED CHARGES</b>	<b>33.4 %</b>	<b>\$ 15,252</b>	<b>\$ 55.40</b>	<b>29.0 %</b>	<b>\$ 12,277</b>	<b>\$ 46.14</b>	<b>24.2 %</b>	<b>20.1 %</b>

- Includes RTS, APO, APR, variances for all hotel P&L accounts, compare different hotels over time



# Destination Report/Tourism Data



- Same reports and data received by thousands of tourism organizations all over the world.
- They provide ongoing hotel performance data (Occupancy, ADR, ...) for multiple time periods (Current Month, YTD, Weekly also).
- User-definable - a professor can select destinations of interest, such as cities or groups of hotels around your campus, or any other geographic areas around the world
- Weekly and/or monthly reports will be emailed to you with updates on the hotel performance in these areas
- Tourism and lodging operations professors can track performance of user-defined groups of hotels, observe how special events affect metrics, simulate a tourism organization, and teach forecasting

# Destination Reports - Tourism Data

Tab 2 - Multi-Segment

Currency: CNY - Chinese Yuan Renminbi

Beijing Sample

For the month of: October 2014

	Current Month - October 2014 vs October 2013											
	Occ %		ADR		RevPAR		Percent Change from October 2013					
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold

China	69.9	70.4	538.79	614.89	418.34	432.76	-0.7	-2.6	-3.3	0.9	4.4	3.6
<b>Market and Sub Markets</b>												
Beijing	75.6	75.5	581.33	605.66	439.44	457.38	0.1	-4.0	-3.9	-1.3	2.7	2.8
CBD/Dongzhimen/Jianguomen	75.8	73.9	873.14	946.36	661.64	699.80	2.5	-7.7	-5.5	-2.6	3.1	5.6
Downtown/Financial Street	77.6	80.6	645.53	665.79	501.08	536.63	-3.7	-3.0	-6.6	-5.3	1.5	-2.3
Yansha/Guozhan Center	74.7	74.5	612.43	631.91	457.61	471.01	0.2	-3.1	-2.8	-2.6	0.3	0.5
Beijing South	77.2	79.1	420.59	417.56	324.70	330.18	-2.4	0.7	-1.7	1.4	3.1	0.7
Beijing West	78.0	76.2	514.00	524.78	401.00	400.02	2.3	-2.1	0.2	1.6	1.3	3.7
Beijing North	77.3	77.7	555.47	568.47	429.21	441.95	-0.6	-2.3	-2.9	-2.8	0.1	-0.5
Outer Beijing	68.1	63.6	380.20	435.33	258.88	277.08	7.0	-12.7	-6.6	-0.2	6.8	14.3

<b>Classes</b>												
Beijing Luxury Class	71.7	69.7	1,230.74	1,339.56	882.68	933.35	2.9	-8.1	-5.4	-1.0	4.7	7.8
Beijing Upper Upscale Class	72.3	71.1	734.73	843.49	574.54	599.92	1.6	-5.8	-4.2	-1.4	2.9	4.6
Beijing Upscale Class	71.9	71.8	610.93	635.07	439.53	456.09	0.2	-3.8	-3.6	-1.1	2.6	2.8
Beijing Upper Midscale Class	77.9	78.2	476.13	468.24	370.90	366.27	-0.4	1.7	1.3	2.6	1.3	0.9
Beijing Midscale Class	81.4	75.4	305.79	307.79	251.88	231.95	9.3	-0.6	8.6	8.6	0.0	9.3
Beijing Economy Class	81.1	84.7	234.04	235.29	189.92	199.28	-4.2	-0.5	-4.7	0.7	5.6	1.2

<b>Sizes</b>												
Beijing Greater Than 500 Rooms	72.9	70.5	836.98	883.79	609.93	622.73	3.4	-5.3	-2.1	-2.4	-0.4	3.0
Beijing 300 - 500 Rooms	73.6	74.6	661.44	677.81	487.04	505.78	-1.3	-2.4	-3.7	0.3	4.1	2.8
Beijing 150 - 299 Rooms	71.1	75.8	595.98	588.57	453.23	446.08	1.7	1.3	2.9	4.4	1.4	3.1
Beijing 75 - 149 Rooms	81.0	82.9	261.56	259.99	211.80	215.52	-2.3	0.6	-1.7	1.0	2.8	0.4

<b>Locations</b>												
Beijing Urban	76.2	76.8	550.00	571.54	418.88	438.72	-0.8	-3.8	-4.5	-1.5	3.2	2.4
Beijing Suburban	71.9	73.7	638.49	725.26	515.89	534.31	0.3	-3.7	-3.4	-3.9	-0.5	-0.3
Beijing Airport	71.2	64.9	646.63	660.83	479.82	429.05	14.3	-2.1	11.8	13.3	1.3	15.8

<b>Chinese Markets</b>												
Shanghai	78.8	75.4	655.75	637.54	516.70	480.69	4.5	2.9	7.5	8.7	1.1	5.7
Guangzhou	74.8	69.9	851.85	886.95	637.17	620.39	6.9	-4.0	2.7	5.1	2.3	9.4
Shenzhen	87.5	83.6	560.76	567.28	490.63	474.44	4.6	-1.2	3.4	6.0	2.5	7.3
Hangzhou	69.4	67.8	608.18	646.65	422.21	438.38	2.4	-5.9	-3.7	-0.4	3.5	5.9
Chengdu	70.3	74.8	449.66	465.99	316.15	348.45	-6.0	-3.5	-9.3	0.4	10.6	4.0
Hong Kong SAR	85.5	84.8	1,545.52	1,601.57	1,320.94	1,357.48	0.8	-3.5	-2.7	-1.4	1.3	2.2

<b>Asia Pacific Markets</b>												
Bangkok	71.0	73.1	590.48	618.66	419.02	452.18	-2.9	-4.6	-7.3	-8.1	-0.9	-3.8
Hanoi	74.6	69.9	671.38	723.51	501.05	509.62	6.8	-8.0	-1.7	0.9	2.6	9.6
Jakarta	66.3	73.7	571.17	602.30	378.72	443.93	-10.0	-5.2	-14.7	-8.3	7.5	-3.3
Kuala Lumpur	70.4	76.0	693.55	739.37	488.02	561.82	-7.4	-6.2	-13.1	-9.0	4.8	-3.0
Seoul	86.3	86.3	1,224.30	1,316.17	1,056.07	1,136.14	-0.1	-7.0	-7.0	-3.3	4.0	3.9
Sydney	87.4	87.7	1,125.41	1,208.15	983.19	1,059.69	-0.4	-6.8	-7.2	-6.7	0.6	0.2
Tokyo	91.9	91.1	996.44	962.43	915.51	894.74	0.9	1.4	2.3	4.8	2.4	3.3

	Year to Date - October 2014 vs October 2013											
	Occ %		ADR		RevPAR		Percent Change from YTD 2013					
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold

China	66.0	64.5	567.63	585.26	374.69	377.38	2.4	-3.0	-0.7	4.2	4.9	7.4
Beijing	70.2	69.2	585.22	589.17	396.69	407.94	1.4	-4.1	-2.8	-0.1	2.7	4.1
CBD/Dongzhimen/Jianguomen	69.4	65.9	868.78	929.61	603.22	612.35	5.4	-6.5	-1.5	0.4	1.9	7.4
Downtown/Financial Street	72.6	72.4	608.14	637.92	441.57	461.68	0.3	-4.7	-4.4	-3.1	1.3	1.6
Yansha/Guozhan Center	70.6	67.7	598.23	608.20	422.37	411.77	4.3	-1.6	2.6	2.9	0.3	4.6
Beijing South	73.8	75.1	403.20	407.87	297.44	306.14	-1.7	-1.1	-2.8	0.4	3.3	1.5
Beijing West	70.6	69.6	511.27	529.60	361.02	368.78	1.4	-3.5	-2.1	-1.1	1.1	2.5
Beijing North	72.2	71.4	526.42	545.65	380.08	389.75	1.1	-3.5	-2.5	-1.9	0.6	1.7
Outer Beijing	60.6	60.0	396.88	443.51	240.65	266.16	1.0	-10.5	-9.6	-2.8	7.5	8.6

Beijing Luxury Class	63.5	57.9	1,234.95	1,332.53	784.65	771.26	9.8	-7.3	1.7	3.6	1.8	11.8
Beijing Upper Upscale Class	67.3	63.6	783.96	836.38	527.24	531.75	5.8	-6.3	-0.8	0.3	1.2	7.0
Beijing Upscale Class	64.9	65.0	596.32	627.89	386.78	408.36	-0.3	-5.0	-5.3	-2.2	3.3	3.0
Beijing Upper Midscale Class	71.4	72.2	464.56	467.95	331.53	337.91	-1.2	-0.7	-1.9	-0.7	1.2	0.0
Beijing Midscale Class	73.3	68.1	300.87	297.65	220.59	202.80	7.6	1.1	8.8	8.8	-0.0	7.6
Beijing Economy Class	80.5	83.7	234.76	237.91	189.07	199.03	-3.7	-1.3	-5.0	1.4	6.7	2.7

Beijing Greater Than 500 Rooms	65.3	61.8	820.00	883.89	535.33	545.94	5.7	-7.2	-1.9	-2.2	-0.2	5.5
Beijing 300 - 500 Rooms	67.5	66.6	646.31	664.00	436.06	442.12	1.3	-2.7	-1.4	1.7	3.1	4.5
Beijing 150 - 299 Rooms	71.4	70.5	593.76	565.05	399.82	398.63	1.2	-0.9	0.3	1.4	1.1	2.4
Beijing 75 - 149 Rooms	79.4	81.6	260.62	260.06	206.86	212.19	-2.7	0.2	-2.5	1.4	4.0	1.2

Beijing Urban	70.8	70.6	530.38	555.07	375.62	392.06	0.3	-4.4	-4.2	-1.2	3.1	3.4
Beijing Suburban	68.4	65.8	693.41	707.91	474.16	466.14	3.8	-2.0	1.7	1.7	0.0	3.9
Beijing Airport	68.2	62.5	651.00	663.04	443.89	414.38	9.1	-1.8	7.1	9.0	1.8	11.1

Shanghai	71.7	65.7	604.51	601.02	433.50	395.03	9.1	0.6	9.7	11.6	1.7	11.0
Guangzhou	70.4	63.5	649.59	681.36	457.28	432.67	10.9	-4.7	5.7	9.5	3.6	14.9
Shenzhen	84.2	73.9	547.76	652.02	461.38	481.94	14.0	-16.0	-4.3	-0.9	3.5	18.0
Hangzhou	61.5	59.1	550.23	572.06	338.16	338.29	3.9	-3.8	-0.0	3.3	3.3	7.4
Chengdu	65.1	66.1	417.37	446.33	271.68	295.59	-1.6	-6.6	-8.1	4.1	13.2	11.4
Hong Kong SAR	86.0	83.8	1,407.81	1,402.20	1,210.04	1,174.48	2.6	0.4	3.0	5.4	2.3	4.9

Bangkok	59.0	74.4	586.29	631.39	346.16	469.47	-20.6	-7.1	-26.3	-25.4	1.2	-19.6
Hanoi	65.7	66.3	670.62	681.05	440.41	451.88	-1.0	-1.5	-2.5	1.2	3.9	2.8
Jakarta	64.5	68.5	590.85	633.15	380.96	433.91	-5.9	-6.7	-12.2	-6.0	7.0	0.7
Kuala Lumpur	70.9	72.6	725.22	732.41	513.87	531.62	-2.4	-1.0	-3.3	0.5	4.0	1.5
Seoul	77.9	76.9	1,192.79	1,148.09	929.41	882.95	1.3	3.9	5.3	9.4	3.9	5.3
Sydney	83.4	82.3	1,095.68	1,145.47	913.93	942.16	1.4	-4.3	-3.0	-1.7	1.3	2.7
Tokyo	86.3	85.9	962.07	949.65	830.13	815.35	0.5	1.3	1.8	3.4	1.6	2.1

Participation			
Properties		Rooms	
Cases	Sample	Cases	Sample

China	11121	3184	1865656	644563
Beijing	1278	391	219610	81711
CBD/Dongzhimen/Jianguomen	110	43	23983	13935
Downtown/Financial Street	219	77	35413	17035
Yansha/Guozhan Center	84	30	17516	8786
Beijing South	315	98	47311	16518
Beijing West	157	37	31316	7578
Beijing North	128	27	22860	6489
Outer Beijing	265	79	41211	11370

Beijing Luxury Class	56	29	15672	10625
Beijing Upper Upscale Class	71	34	21606	14145
Beijing Upscale Class	135	62	35602	21243
Beijing Upper Midscale Class	223	40	49426	11436
Beijing Midscale Class	255	19	40615	3474
Beijing Economy Class	540	207	56793	20788

Beijing Greater Than 500 Rooms	36	23	26234	14293
Beijing 300 - 500 Rooms	146	82	53966	30726
Beijing 150 - 299 Rooms	324	89	66894	19156
Beijing 75 - 149 Rooms	572	126	61150	13228

Beijing Urban	1130	329	187608	63191
Beijing Suburban	90	46	21430	13841
Beijing Airport	45	12	8874	3955

1246	338	212969	79470
477	89	82366	21501
365	102	67083	23523
366	102	58551	18064
297	130	48656	25864
207	91	65272	33709

# Monthly Destination Report - Multi-Segment Sample close up

## Current Month - December 2014 vs December 2013

Occ %		ADR		RevPAR		Percent Change from December 2013					
2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
62.2	62.3	543.88	574.18	338.43	357.93	-0.2	-5.3	-5.4	-1.1	4.6	4.4

China	62.2	62.3	543.88	574.18	338.43	357.93	-0.2	-5.3	-5.4	-1.1	4.6	4.4
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### Market and Sub Markets

Beijing	64.1	62.5	533.50	551.32	341.94	344.41	2.6	-3.2	-0.7	2.0	2.7	5.4
CBD/Dongzhimen/Jianguomen	62.2	59.9	815.18	867.09	507.06	519.43	3.8	-6.0	-2.4	1.1	3.6	7.5
Downtown/Financial Street	64.0	65.5	569.29	570.76	364.56	373.63	-2.2	-0.3	-2.4	-0.7	1.7	-0.5
Yansha/Guozhan Center	61.5	61.0	575.02	568.61	353.87	346.74	0.9	1.1	2.1	2.4	0.3	1.2
Beijing South	66.0	64.3	392.57	397.46	259.20	255.55	2.7	-1.2	1.4	4.4	3.0	5.7
Beijing West	67.2	65.7	522.04	505.75	350.90	332.45	2.3	3.2	5.6	7.2	1.6	3.8
Beijing North	69.8	66.0	488.61	518.25	341.05	342.27	5.7	-5.7	-0.4	-0.0	0.3	6.0
Outer Beijing	60.6	54.9	329.96	413.97	199.83	227.23	10.3	-20.3	-12.1	-6.6	6.2	17.1

### Classes

Beijing Luxury Class	53.7	51.4	1,174.25	1,226.26	630.15	629.73	4.5	-4.2	0.1	7.1	7.0	11.8
Beijing Upper Upscale Class	59.9	59.5	745.89	780.08	446.83	464.40	0.6	-4.4	-3.8	-1.0	2.9	3.6
Beijing Upscale Class	61.5	58.1	564.70	599.40	347.31	348.54	5.8	-5.8	-0.4	1.3	1.7	7.6
Beijing Upper Midscale Class	66.5	62.2	463.13	461.14	308.17	286.76	7.0	0.4	7.5	8.2	0.7	7.7
Beijing Midscale Class	66.4	63.4	283.99	281.28	188.56	178.30	4.7	1.0	5.8	5.8	0.0	4.7
Beijing Economy Class	72.8	74.1	214.43	221.54	156.12	164.07	-1.7	-3.2	-4.8	1.0	6.1	4.3

### Sizes

Beijing Greater Than 500 Rooms	57.4	55.1	768.01	820.64	440.94	451.78	4.3	-6.4	-2.4	-2.8	-0.4	3.9
Beijing 300 - 500 Rooms	62.1	59.8	625.02	637.04	388.30	381.07	3.9	-1.9	1.9	5.5	3.5	7.5
Beijing 150 - 299 Rooms	64.6	63.2	558.01	540.22	360.42	341.46	2.2	3.3	5.6	7.0	1.4	3.6
Beijing 75 - 149 Rooms	72.3	73.5	243.06	247.10	175.85	181.67	-1.6	-1.6	-3.2	-0.6	2.7	1.1

# Hotel Industry Statistics (Property & Room Counts)

- Displays size and structure information, number of hotels and corresponding rooms
- User-definable, you can select a country or the world and subtotal by any fields (chain, parent company, market, submarket, class, scale, continent, subcontinent, country)
- Includes Census properties and rooms (hotels in the STR database) and Sample properties and rooms (hotels that submit data to STR)
- Valuable starting place for market studies and impact analyses to understand organizations of industry segments and observe participation stats.
- Makes it easy to learn hotel industry differences around the world

# Sample Property & Room Count for Select European Countries

Hotel and Room Counts in Selected European Countries			
Country	Market	Hotels	Rooms
United Kingdom	East England	602	35,020
United Kingdom	East Midlands	432	26,941
United Kingdom	Greater London	1,326	126,342
United Kingdom	Northeast England	257	15,384
United Kingdom	Northern Ireland	116	7,538
United Kingdom	Northwest England	955	59,652
United Kingdom	Scotland	989	54,628
United Kingdom	Southeast England	1,197	82,306
United Kingdom	Southwest England	1,211	55,234
United Kingdom	Wales	397	18,367
United Kingdom	West Midlands	561	39,672
United Kingdom	Yorkshire & Humberside	509	29,713
Italy	Emilia Romagna	505	30,640
Italy	Florence	292	14,870
Italy	Lombardia (excluding Milan)	372	20,225
Italy	Milan	415	32,484
Italy	North Italy Area	1,578	58,499
Italy	Rome	512	40,429
Italy	Salento	103	6,890
Italy	Sicilia	321	23,466
Italy	Southern Italy excluding Sicily	864	54,864
Italy	Toscana/ Umbria/ Marche/ Lazio	838	38,213
Italy	Turin	152	8,418
Italy	Veneto	631	40,792
Spain	Andalusia	737	95,569
Spain	Balearic Islands	679	107,347
Spain	Canary Islands	490	108,550
Spain	Central Spain excluding Madrid	133	8,249
Spain	Eastern Spain excluding Barcelona	1,028	120,599

Country	Market	Hotels	Rooms
Spain	Greater Barcelona	535	49,903
Spain	Greater Madrid	379	44,557
Spain	Northern Spain	502	34,052
Spain	Western Spain	255	16,494
France	France Southeast	1,183	67,254
France	Ile de France excluding Paris	786	82,718
France	North and Northeast France	1,308	71,638
France	Paris	1,088	69,187
France	Provence-Alpes-Cote D Azur	963	58,378
France	Western France	2,820	149,608
Germany	Baltic Coast	417	27,159
Germany	Eastern Germany excl Berlin and Baltic Coast	1,085	68,230
Germany	Greater Berlin	641	65,662
Germany	Greater Dusseldorf	151	15,218
Germany	Greater Munich	328	36,694
Germany	Northern Germany excluding Baltic Coast	1,401	82,298
Germany	Regional Southern Germany	3,014	145,993
Germany	Regional Western Germany	1,980	97,594
Germany	Rhein-Main Region	393	41,615
Germany	Ruhr Area	200	14,179
Netherlands	Greater Amsterdam	370	35,420
Netherlands	Netherlands - Central and North	835	36,191
Netherlands	Netherlands - South East	404	17,823
Netherlands	Netherlands - South West	392	23,008
Switzerland	Central Switzerland	219	9,312
Switzerland	Lake Geneva	289	18,711
Switzerland	North-East Switzerland	366	21,095
Switzerland	North-West Switzerland	295	13,445
Switzerland	South-East Switzerland	563	21,856
Switzerland	South-West Switzerland	699	21,311

*Hotel and room counts available for any area of the world and by any subtotal fields*

Continent	Sub-Continent	Country	CensusProps	CensusRooms
Europe	Western Europe	Austria	2,040	117,355
Europe	Western Europe	Belgium	986	55,847
Europe	Western Europe	France	8,971	542,766
Europe	Western Europe	Germany	10,482	679,268
Europe	Western Europe	Liechtenstein	7	263
Europe	Western Europe	Luxembourg	104	5,687
Europe	Western Europe	Monaco	12	2,628
Europe	Western Europe	Netherlands	2,106	128,853
Europe	Western Europe	Switzerland	2,426	107,851

Country	Market	CensusProps	CensusRooms
Germany	Baltic Coast	446	29,665
Germany	Berlin	682	73,565
Germany	Dusseldorf	171	17,162
Germany	Frankfurt Rhine-Main	453	50,836
Germany	Germany East	1,135	72,629
Germany	Germany North	1,255	63,165
Germany	Germany South	3,266	165,266
Germany	Germany West	2,087	106,361
Germany	Hamburg	251	31,087
Germany	Munich	482	52,049
Germany	Ruhr	254	17,483

Country	Class	CensusProps	CensusRooms
Germany	Luxury Class	65	10,234
Germany	Upper Upscale Class	337	54,527
Germany	Upscale Class	962	112,853
Germany	Upper Midscale Class	1,293	128,880
Germany	Midscale Class	1,815	126,328
Germany	Economy Class	6,010	246,446

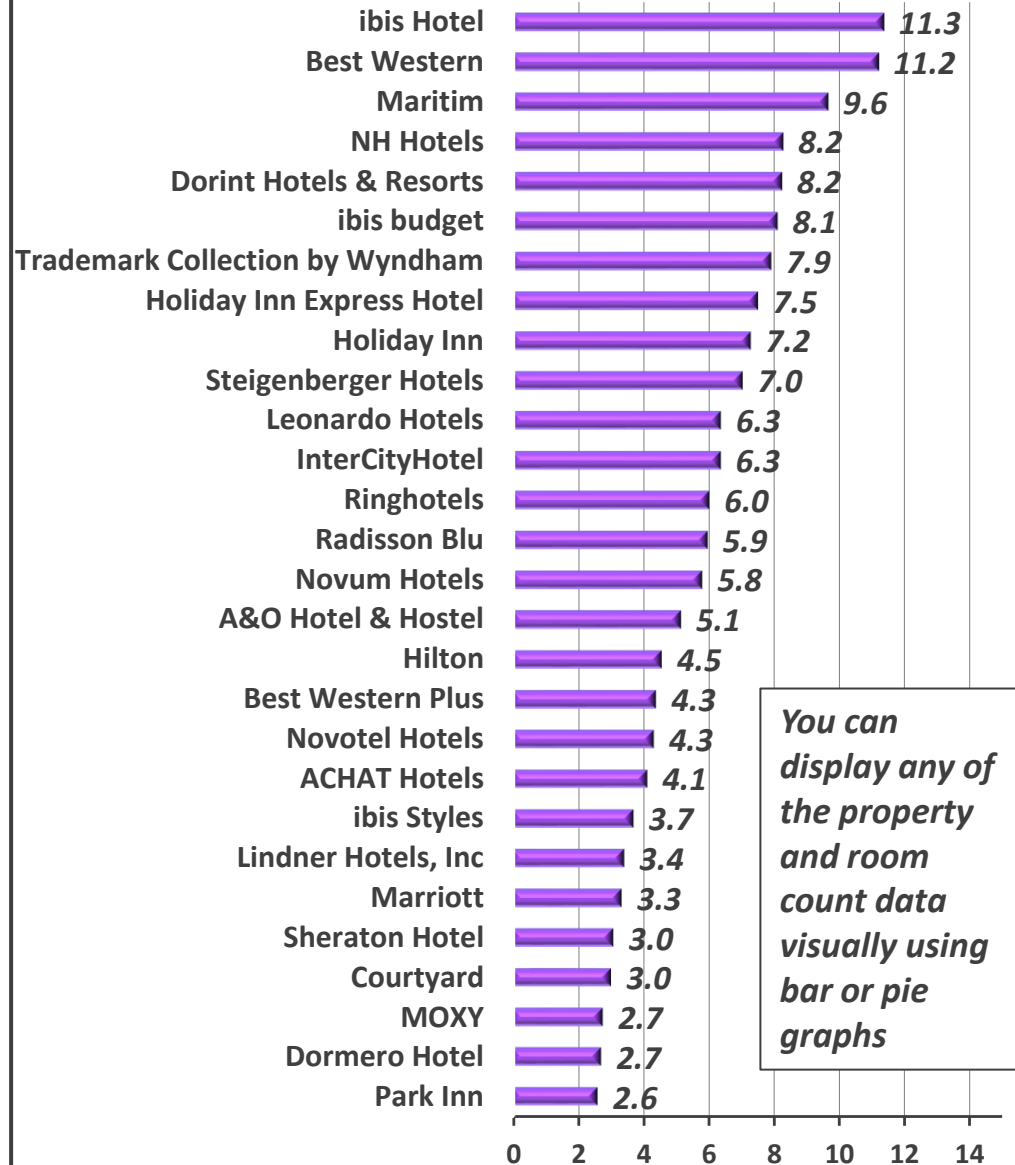
Country	Scale	CensusProps	CensusRooms
Germany	Luxury Chains	32	7,012
Germany	Upper Upscale Chains	161	39,635
Germany	Upscale Chains	474	78,347
Germany	Upper Midscale Chains	654	89,320
Germany	Midscale Chains	498	60,204
Germany	Economy Chains	322	34,669
Germany	Independents	8,341	370,081

## Sample Industry Stats for Germany

Country	Market	Submarket	CensusProps	CensusRooms
Germany	Baltic Coast	Baltic Coast Regional	420	26,871
Germany	Baltic Coast	Rostock	26	2,794
Germany	Berlin	Berlin Centre East	185	26,132
Germany	Berlin	Berlin Centre West	214	24,876
Germany	Berlin	Berlin Outer Boroughs	206	16,016
Germany	Berlin	Berlin Surrounding	77	6,541
Germany	Dusseldorf	Dusseldorf Centre	126	13,549
Germany	Dusseldorf	Dusseldorf Surrounding	45	3,613
Germany	Frankfurt Rhine-Main	Frankfurt Airport	74	11,932
Germany	Frankfurt Rhine-Main	Frankfurt Centre	175	23,401
Germany	Frankfurt Rhine-Main	Rhine-Main Regional	176	12,585
Germany	Frankfurt Rhine-Main	Wiesbaden	28	2,918
Germany	Germany East	Dresden	108	11,181
Germany	Germany East	Germany East Regional	712	37,063
Germany	Germany East	Leipzig Area	83	10,002
Germany	Germany East	Thuringia Regional	232	14,383
Germany	Germany North	Bremen Area	82	7,343
Germany	Germany North	Hanover Area	92	9,320
Germany	Germany North	Lower Saxony Regional	900	38,672
Germany	Germany North	Schleswig-Holstein Regional	181	7,830
Germany	Germany South	Baden Wurttemberg Regional	1,206	52,959
Germany	Germany South	Bavaria Regional	1,667	76,963
Germany	Germany South	Freiburg im Breisgau	41	3,059
Germany	Germany South	Heidelberg	36	2,888
Germany	Germany South	Mannheim Area	58	5,455
Germany	Germany South	Nuremberg Area	127	10,174
Germany	Germany South	Stuttgart Area	131	13,768
Germany	Germany West	Aachen	40	2,581
Germany	Germany West	Bonn Area	76	6,316
Germany	Germany West	Cologne Area	208	17,179
Germany	Germany West	Hesse Regional	385	19,670
Germany	Germany West	Muenster	45	2,498
Germany	Germany West	North Rhine-Westphalia Regional	680	30,076
Germany	Germany West	Rheinland Pfalz & Saarland Regional	653	28,041
Germany	Hamburg	Hamburg Centre	142	19,707
Germany	Hamburg	Hamburg Surrounding	109	11,380
Germany	Munich	Munich Airport	32	3,580
Germany	Munich	Munich Centre	193	18,794
Germany	Munich	Munich Surrounding	257	29,675
Germany	Ruhr	Dortmund	41	3,211
Germany	Ruhr	Essen	34	3,494
Germany	Ruhr	Ruhr Regional	179	10,778

# Sample Industry Stats for Germany - *continued*

## Top Chains in Germany by Rooms



Country	Chain	CensusProps	CensusRooms
Germany	Mercure Hotels	105	14,924
Germany	Motel One	51	14,265
Germany	B&B Hotels	129	13,059
Germany	ibis Hotel	84	11,335
Germany	Best Western	115	11,174
Germany	Maritim	32	9,619
Germany	NH Hotels	48	8,243
Germany	Dorint Hotels & Resorts	50	8,202
Germany	ibis budget	80	8,069
Germany	Trademark Collection by Wyndham	42	7,873
Germany	Holiday Inn Express Hotel	49	7,465
Germany	Holiday Inn	31	7,245
Germany	Steigenberger Hotels	38	6,997
Germany	Leonardo Hotels	40	6,332
Germany	InterCityHotel	35	6,325
Germany	Ringhotels	104	5,971
Germany	Radisson Blu	22	5,926
Germany	Novum Hotels	74	5,760
Germany	A&O Hotel & Hostel	25	5,107
Germany	Hilton	12	4,524
Germany	Best Western Plus	40	4,346
Germany	Novotel Hotels	20	4,270
Germany	ACHAT Hotels	34	4,074
Germany	ibis Styles	36	3,654
Germany	Lindner Hotels, Inc	21	3,366
Germany	Marriott	10	3,290
Germany	Sheraton Hotel	9	3,036
Germany	Courtyard	16	2,968
Germany	MOXY	14	2,716
Germany	Dormero Hotel	22	2,664
Germany	Park Inn	12	2,558

*Sort by  
number  
of  
rooms,  
large to  
small*

Country	Parent Company	CensusProps	CensusRooms
Germany	Accor Company	355	48,627
Germany	Marriott International	81	19,017
Germany	Intercontinental Hotels Group	96	18,871
Germany	Best Western Hotels & Resorts	180	18,288
Germany	Wyndham Hotels & Resorts, Inc.	97	15,486
Germany	Motel One	51	14,265
Germany	Deutsche Hospitality	74	13,488
Germany	B&B Hotels	129	13,059
Germany	Minor International	57	10,512



# Hotel Census Data

- Attribute information on hotels any where in the world
- Over 100 fields of data including categorizations, features, amenities, history, meeting space info, latitude/longitude, generic email address; see sample on next slide

*Professors can use hotel census data for market analyses or competitor studies*

## Hotel Sales Transaction Data

- Detailed information on hotel sales back to 2000
- You can select a geographic area or specific transactions

STRCode	Property Name	City	State	Room	Sale date	Price	Price/Rm	Franchise Name	Brokerage Firm	Type Bu	Buyer 1	Buyer 2	Cap Rate	Cash Do	Commentary	Date of Li	Listing Agent
7972	Ramada Inn	Nashville	TN	228	2/8/2000	3,400,000	14,912	Ramada	HMS, Inc.	Owner/operator			15.0%	3400000	Large restaurant and lounge facilities. Co	12/1/1998	C. Kern Merrell
590	Holiday Inn Express	Nashville	TN	210	5/25/2000	2,900,000	13,810	Holiday Inn Express	Molinaro Koger	Owner/operator				1200000	NOI REMOVED FROM STATISTICAL ANALYSIS	1/1/2000	Andrew J. Kern
12667	Hermitage	Nashville	TN	120	6/16/2000	14,000,000	116,667				Historic Hotels of Nashville, Inc.					Historic Hotels of Nashville assumed management	
18475	Clarion Nashville	Nashville	TN	200	3/1/2002	3,000,000	15,000	Clarion			Lanting Hotel Group, Inc.					affiliated w/ Radisson	
27663	Ramada Nashville	Nashville	TN	284	11/1/2002	8,400,000	29,577	Ramada			Montclair Hotel Investors, Inc.	Oaktree Capital Management, LLC					
11014	Baymont Inns & Suites	Nashville	TN	118	6/1/2003	2,050,000	17,373	Baymont	Molinaro Koger		Bay Nash LLC					Sale confirmed through Molinaro Koger, Chris Morosetti , 703-760-9600.	
31348	Hampton Inn & Suites	Nashville	TN	111	6/1/2003	8,900,000	80,180	Hampton Inn & Suites	Molinaro Koger		Nash Investment Corporation					URL: <a href="http://www.hamptoninn.com/en/hp/hotels/index.html?jsessionid=R45AU">http://www.hamptoninn.com/en/hp/hotels/index.html?jsessionid=R45AU</a>	
5306	Residence Inn Nashville Airport	Nashville	TN	168	6/30/2003	8,800,000	52,381	Residence Inn			Apple Hospitality Five Inc.					URL: <a href="http://www.marriott.com/dpp/PropertyPage.asp?MarshaCode=BNABN22">http://www.marriott.com/dpp/PropertyPage.asp?MarshaCode=BNABN22</a>	
27663	Ramada Inn	Nashville	TN	287	7/2/2003	2,500,000	8,711	Ramada			Dennis Langley and Peter Cyrus					Owners are planning a \$7.5 million renovation of the property and plan to con	



# Sample Census Database File

STR#	Hotel Name	Physical Address	Physical City	Physical State	Physical Zip	Year Built	Rooms	Scale	Class	Affiliation
9862	Hilton North Raleigh	3415 Wake Forest Rd	Raleigh	NC	27609-7316	198301	338	Upper Upscale Chains	Upper Upscale Class	Hilton
8897	Days Inn Raleigh	3201 Wake Forest Rd	Raleigh	NC	27609-7446	198504	135	Economy Chains	Economy Class	Days Inn
35456	Microtel Inn & Suites Raleigh	1209 Plainview Dr	Raleigh	NC	27610-1316	199805	74	Economy Chains	Economy Class	Microtel Inn
41808	Candlewood Suites Raleigh Crabtree	4433 Lead Mine Rd	Raleigh	NC	27612-3324	200103	122	Midscale W/O F&B Chains	Midscale w/o F&B Class	Candlewood Suites
4281	Windsor Inn	3921 Arrow Dr	Raleigh	NC	27612-4624	198206	60	Independents	Economy Class	Independent
4487	Holiday Inn Raleigh Crabtree Valley Mall	4100 Glenwood Ave	Raleigh	NC	27612-4626	197306	176	Midscale W/ F&B Chains	Midscale w/ F&B Class	Holiday Inn
7881	Raleigh Crabtree Inn	3920 Arrow Dr	Raleigh	NC	27612-4657	197306	172	Independents	Economy Class	Independent
26243	Embassy Suites Raleigh Crabtree	4700 Creedmoor Rd	Raleigh	NC	27612-5802	199806	225	Upper Upscale Chains	Upper Upscale Class	Embassy Suites
9368	Days Inn Raleigh	6619 Glenwood Ave	Raleigh	NC	27612-7129	198406	84	Economy Chains	Economy Class	Days Inn
36224	Homewood Suites Raleigh Crabtree Valley	5400 Homewood Banks Dr	Raleigh	NC	27612-8071	199803	137	Upscale Chains	Upscale Class	Homewood Suites

Market	Tract	Phone#	Fax#	Mailing Address	Mailing City	Mailing State	Mailing Zip	Single Low Rate	Single High Rate	Double Low Rate
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 872-2323	(919) 876-0890	3415 WAKE FOREST RD	RALEIGH	NC	27609-7316	179	209	179
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 878-9310	(919) 790-1451	3201 WAKE FOREST RD	RALEIGH	NC	27609-7446	50	55	50
Raleigh-Durham-Chapel Hill, NC	Wake Forest/ Route 1	(919) 231-0002	(919) 231-8894	1209 PLAINVIEW DR	RALEIGH	NC	27610-1316	50	65	55
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 789-4840	(919) 789-4841	4433 LEAD MINE RD	RALEIGH	NC	27612-3324			
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 277-8485	(919) 783-6259	3921 ARROW DR	RALEIGH	NC	27612-4624	40	40	40
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 782-8600	(919) 781-6077	4100 GLENWOOD AVE	RALEIGH	NC	27612-4626	86	170	86
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 783-7540	(919) 781-0435	3920 ARROW DR	RALEIGH	NC	27612-4657	45	45	45
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 881-0000	(919) 782-7225	4700 CREEDMOOR RD	RALEIGH	NC	27612-5802			
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 782-8650	(919) 861-0165	6619 GLENWOOD AVE	RALEIGH	NC	27612-7129	70	75	70
Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 785-1131	(919) 781-3119	5400 HOMEWOOD BANKS DR	RALEIGH	NC	27612-8071			

Double High Rate	Suite Low Rate	Suite High Rate	Restaurant	Management Co.	Owner Co.	Parent Company	Company Code	Operation	Region
209	219	219	Y	Southern States Management	Southern States Management Own	Hilton Hotels Corporation	HILT	Franchise	South Atlantic
55	75	75	N			Wyndham Worldwide	WYNW	Franchise	South Atlantic
75	75	90	N	Soleil Group	Soleil Group	Wyndham Worldwide	WYNW	Franchise	South Atlantic
	119	149	N		The Generation Companies	Intercontinental Hotels Grp	ICHG	Franchise	South Atlantic
40			N					Independent	South Atlantic
170			Y	Westward Hospitality		Intercontinental Hotels Grp	ICHG	Franchise	South Atlantic
45	55	55	Y					Independent	South Atlantic
	134	194	Y		FelCor	Hilton Hotels Corporation	HILT	Chain Management	South Atlantic
75	140	140	N			Wyndham Worldwide	WYNW	Franchise	South Atlantic
	99	239	N	Alliance Hospitality LLC	Inland American Lodging Group	Hilton Hotels Corporation	HILT	Franchise	South Atlantic

County	MSA	Tract Tier	Location	Price	Year Affiliated	Ex-Affil	Convention	Conference	Ski	Spa	Golf	Boutique	All Suites	Casino	Largest Meeting Space (sq ft)	Meeting Space (sq ft)	STAR Participant
Wake County, NC	Raleigh-Cary, NC	Upper Tier	Suburban	Luxury	198301		Y								10060	28527	Y
Wake County, NC	Raleigh-Cary, NC	Lower Tier	Suburban	Economy	200502	Red Roof Inn									400	400	Y
Wake County, NC	Raleigh-Cary, NC	Lower Tier	Suburban	Budget	199805										225	225	Y
Wake County, NC	Raleigh-Cary, NC	Lower Tier	Suburban	Economy	200103							Y			0	0	Y
Wake County, NC	Raleigh-Cary, NC	Lower Tier	Suburban	Budget	200909	Motel 6									0	0	N
Wake County, NC	Raleigh-Cary, NC	Lower Tier	Suburban	Midprice	199305	Howard Johnson									2860	4600	Y
Wake County, NC	Raleigh-Cary, NC	Middle Tier	Suburban	Midprice	200210	Ramada									600	1800	N
Wake County, NC	Raleigh-Cary, NC	Upper Tier	Suburban	Luxury	198806							Y			1750	2760	Y
Wake County, NC	Raleigh-Cary, NC	Lower Tier	Suburban	Budget	200712	Independent									468	468	Y
Wake County, NC	Raleigh-Cary, NC	Upper Tier	Suburban	Luxury	199803							Y			1624	1624	Y

## Forecast Data



- Projected performance information for 100 markets around the world, detailed estimates for all metrics, great to introduce hotel-related forecasting

## Ad-Hoc Industry Data Files

- Files can provide large volume of raw performance data for professor's or student's research projects. You can pick cities, countries, or groups of hotels.

## Hotel Company Information

- Chains, parent companies, management companies, owners, and asset mgmt companies - stats, financial info, coverage

## Hotel Industry Reference Information

- Chains and Scales – which chains in which scales
- Parent Companies and Brands – which chains in which parent comps
- Markets and Submarkets
- Additional geographic and non-geographic breakdowns
- Maps

Market	Segment	Date	Rooms OCC R12 TY	Rooms OCC R12 LY	Rooms OCC R12 PC	Rooms ADR R12 TYLC	Rooms ADR R12 LYLC	Rooms ADR R12 PC LC	Rooms RevPAR R12 TY LC	Rooms RevPAR R12 LY LC	Rooms RevPAR R12 PC LC	Rooms Supply R12 TY	Rooms Supply R12 PC	Rooms Demand R12 TY	Rooms Demand R12 PC	Census Prop Count	Census Room Count	Sample Prop Count	Sample Room Count
Nashville, TN		201706	74.1	75.8	-1.9	137.81	130.98	5.2	102.10	97.50	4.7	14456764	2.8	10711033	2.3	344	40,468	276	36,362
Nashville, TN	Brentwood/Franklin, TN	201706	74.4	75.8	-1.9	122.04	119.88	1.8	90.79	90.90	-0.1	1827838	5.0	1359917	3.0	41	4,993	39	4,886
Nashville, TN	I-24/Murfreesboro, TN	201706	71.9	71.8	0.1	83.95	81.72	2.7	60.40	58.72	2.9	2052003	2.6	1476290	2.7	65	5,711	52	4,822
Nashville, TN	Nashville Airport, TN	201706	72.5	71.7	8.4	134.17	130.98	4.1	97.49	95.24	2.4	4072455	0.2	2951724	-1.5	68	11,158	56	10,216
Nashville, TN	Nashville CBD, TN	201706	81.5	81.4	0.1	213.90	202.62	5.6	174.27	164.91	5.7	3555915	5.6	2897115	5.8	55	10,400	54	10,366
Nashville, TN	Nashville I-65 North, TN	201706	68.4	66.2	3.4	86.70	79.51	9.0	59.33	52.60	12.8	1429605	1.3	978318	4.8	51	3,973	31	2,882
Nashville, TN	Nashville Other Areas, TN	201706	69.0	70.3	-1.9	80.78	75.76	6.6	55.72	53.28	4.6	1518948	2.9	1047669	0.9	64	4,233	44	3,190
Nashville, TN	Upper Upscale Chains	201706	77.1	78.4	-1.6	195.40	188.64	3.6	150.66	147.85	1.9	3408415	7.5	2628010	5.8	21	9,718	21	9,718
Nashville, TN	Upscale Chains	201706	80.4	81.9	-1.8	167.62	162.07	3.4	134.82	132.80	1.5	2317502	5.0	1863955	3.0	46	6,402	45	6,377
Nashville, TN	Independents	201706	68.8	69.1	-0.3	99.15	92.46	7.2	68.22	64.14	6.4	1520813	-4.3	1046429	-5.1	62	4,071	6	881
Nashville, TN	Upper Midscale Chains	201706	77.0	77.9	-1.1	139.90	134.66	3.9	107.71	104.84	2.7	2885513	0.6	2221584	-0.3	76	7,997	76	7,970
Nashville, TN	Midscale Chains	201706	68.2	69.1	-1.3	86.84	82.66	5.1	59.23	57.09	3.7	1556625	8.7	1461390	7.7	83	4,482	50	4,304
Nashville, TN	Economy Chains	201706	67.9	65.8	3.1	61.20	58.81	4.1	41.56	38.73	7.3	2575261	-3.4	1748871	-0.4	83	7,111	75	6,425
Nashville, TN	Luxury Class	201706	73.3	71.4	2.6	268.57	250.12	7.4	196.81	178.66	10.2	336875	13.0	246861	15.9	6	1,161	6	1,161
Nashville, TN	Upper Upscale Class	201706	77.1	78.1	-1.3	194.55	185.81	4.7	149.98	145.17	3.3	3443651	4.0	265479	2.6	21	9,718	21	9,718
Nashville, TN	Upscale Class	201706	80.4	81.9	-1.8	167.62	162.07	3.4	134.82	132.80	1.5	2317502	5.0	1863955	3.0	46	6,402	45	6,377
Nashville, TN	Upper Midscale Class	201706	76.9	77.8	-1.1	139.28	134.67	3.4	107.13	104.77	2.2	2944796	4.0	2264958	2.8	79	8,250	77	8,166
Nashville, TN	Midscale Class	201706	68.1	68.7	-0.8	87.64	83.48	5.0	59.72	57.35	4.1	1621753	2.0	1104961	1.1	53	4,616	51	4,438
Nashville, TN	Economy Class	201706	67.9	67.0	1.3	65.44	60.83	7.6	44.44	40.78	9.0	3792187	-0.7	2575619	0.6	139	10,321	76	6,502
Nashville, TN	Urban	201706	78.3	77.6	0.9	203.63	192.10	6.0	159.37	149.06	6.9	3940495	5.0	3083923	5.9	71	11,468	56	10,661
Nashville, TN	Suburban	201706	73.2	72.0	11.2	116.68	96.76	3.0	72.97	70.87	3.0	5269037	3.2	3859539	3.2	160	14,560	128	12,827
Nashville, TN	Airport	201706	71.7	72.8	-1.5	116.68	111.30	4.8	83.71	81.04	3.3	3105938	0.2	2228201	-1.3	67	8,509	57	7,515
Nashville, TN	Interstate	201706	68.9	72.0	-4.3	85.53	79.79	7.2	58.94	57.44	2.6	1038997	3.9	715966	-0.5	42	2,910	33	2,411
Nashville, TN	Less Than 75 Rooms	201706	69.0	69.3	-0.5	82.42	76.85	7.2	56.87	53.27	6.7	2277615	-1.9	1571562	-2.4	122	6,142	74	4,233
Nashville, TN	75 - 149 Rooms	201706	73.0	71.7	11.3	110.03	105.90	3.9	80.32	76.95	4.4	6494688	3.9	4740978	4.4	172	18,412	154	16,567
Nashville, TN	150 - 299 Rooms	201706	77.6	78.9	-1.6	171.34	161.90	5.8	132.95	127.70	4.1	2535986	2.9	1967733	1.2	35	7,171	33	6,819
Nashville, TN	300 - 500 Rooms	201706	76.4	78.6	-2.9	193.36	180.62	7.1	147.71	142.04	4.0	1557078	8.7	1189484	5.6	12	4,382	12	4,382

# Sample Forecast Report

## Recent Performance



STR Forecast - Nashville, TN  
February 2012



### Current Metrics (USD)

	Occupancy (%)	ADR	RevPAR	Supply (mn)	Demand (mn)	Revenue (mn)
2011 Q4	59.8%	94.84	56.72	3.3	2.0	185.49
2011 YTD	62.1%	93.33	58.01	12.9	8.0	750.01
2011 Q4 (% change year ago)	10.8%	7.1%	18.7%	2.9%	14.0%	22.1%
2011 YTD (% change year ago)	6.9%	7.4%	14.8%	4.2%	11.3%	19.6%

### Recent Growth (CAGR)\*

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Past 6 months	9.0%	8.9%	18.7%	5.8%	15.3%	25.6%
Past 12 months	3.0%	7.0%	10.2%	2.6%	5.6%	13.0%
Past 2 years	6.0%	2.2%	8.3%	0.4%	6.4%	8.7%
Past 5 years	-1.3%	2.1%	0.8%	0.7%	-0.6%	1.5%
Past 10 years	-0.3%	1.6%	1.3%	0.7%	0.4%	2.0%
2011-2013	0.1%	4.1%	4.2%	2.9%	3.0%	7.2%

\* Compound Annual Growth Rate (CAGR) is the annualised growth rate over that period

### Cumulative Growth

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Past 2 years	12.4%	4.4%	17.4%	0.7%	13.3%	18.2%
Past 5 years	-6.3%	11.0%	4.0%	3.4%	-3.1%	7.5%
Past 10 years	-2.8%	17.5%	14.1%	7.1%	4.1%	22.2%
2011-2013	0.1%	8.4%	8.5%	5.9%	6.1%	14.9%

Average occupancy expanded 10.8% on a year-over-year basis, in 2011 Q4, while ADR rose 7.1%

Revenue Per Available Room (RevPAR) has increased 14.8%, in 2011 YTD

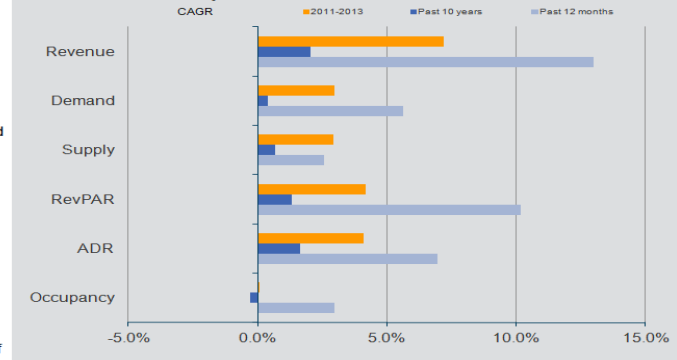
Over the next two years occupancy growth is expected to be above the average for the last 5 years

ADR growth is expected to be faster than during the last 5 years  
Consequently, RevPAR growth is expected to exceed growth during the last 5 years

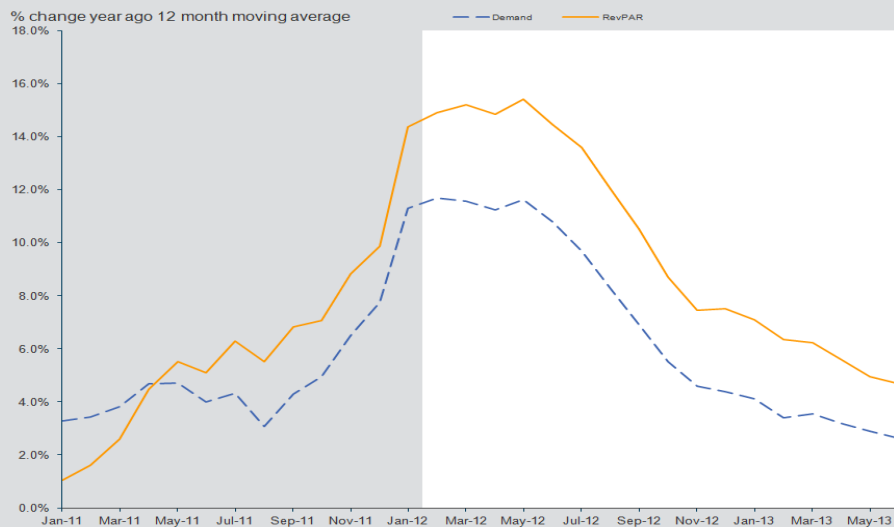
Over the past decade, room demand has expanded 4.1%, an average of 0.4% per annum

Meanwhile, ADR has expanded 17.5%, an average of 1.6% per annum

### Performance Comparisons Over Time



### Market Demand and RevPAR



### Market Occupancy and ADR

