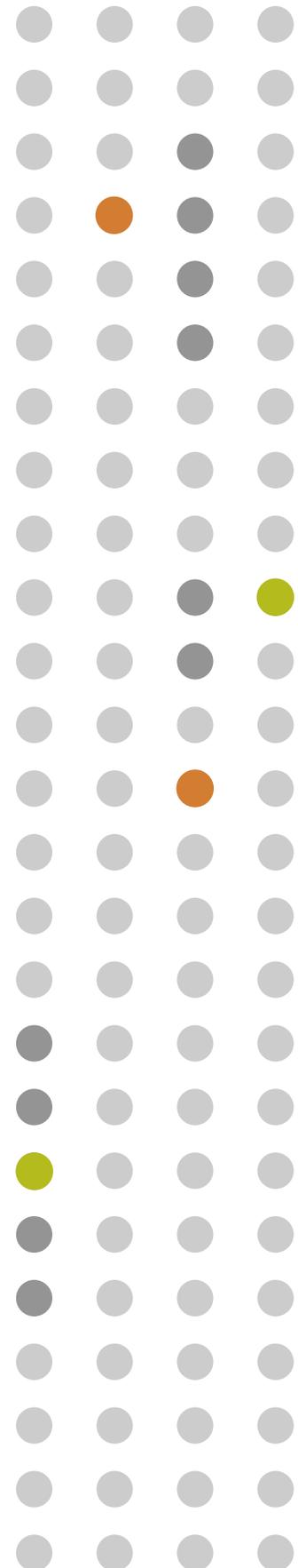


# how to use the STAR report



# tab<sup>2</sup> monthly performance at a glance

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

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

### July 2006

	Occupancy (%)			ADR (\$)			RevPAR (\$)		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	89.8	90.5	99.3	234.89	229.88	102.2	210.89	207.93	101.4
Year To Date	80.9	86.5	93.4	248.55	241.02	103.1	201.01	208.60	96.4
Running 3 Month	82.0	91.5	89.6	266.87	255.11	104.6	218.75	233.50	93.7
Running 12 Month	84.9	87.7	96.8	259.98	254.12	102.3	220.81	222.92	99.1

### July 2006 vs. 2005 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	2.7	0.7	2.0	10.0	8.8	1.1	12.9	9.5	3.1
Year To Date	-8.5	3.2	-11.3	14.3	10.8	3.2	4.6	14.3	-8.5
Running 3 Month	-9.8	1.1	-10.7	15.2	11.7	3.1	3.9	12.9	-7.9
Running 12 Month	-5.6	2.4	-7.7	15.2	13.8	1.2	8.8	16.5	-6.6

**Monthly Performance at a Glance:** Summary of subject property performance vs. competitive set for current month, year-to-date, running 3 month and running 12 month periods.

**Hotel Information:** This information comes from our hotel census database. If you have any questions about this information, contact [census@smithtravelresearch.com](mailto:census@smithtravelresearch.com).

**Competitive Set:** The competitive set includes a group of hotels selected by hotel management to benchmark the subject property's performance. The competitive set must include at least three hotels, but four is preferred. If there are blanks in your competitive set numbers, the competitive set could be insufficient. A minimum of three hotels, excluding the subject property, must have reported data to us. Or, your hotel management has not selected a competitive set. Please refer to the Response Report.

The subject hotel's data can be included or excluded from competitive set performance, based on your company's preference. The chosen method will be noted at the top of the page.

**Occupancy:** Rooms sold divided by rooms available.

**ADR (Average Daily Rate):** Room revenue divided by rooms sold.

**RevPAR (Revenue per Available Room):** Room revenue divided by rooms available. Occupancy times average room rate will closely approximate RevPAR.

**Index:** We utilize indexes to measure a property's performance in three key areas: Occupancy, ADR and RevPar. Property performance divided by competitive set performance multiplied by 100. An index of 100 indicates that the property has captured its fair share. Anything greater than 100 indicates a property is capturing more than its fair share, while anything below 100 indicates the property is capturing less than its fair share.

**Percent Change:** Current period this year (TY) vs. same period last year (LY). Calculated as  $((TY-LY)/LY)*100$ .

**What if there are blanks in my competitive set numbers?** Your comp set did not include sufficient data for reporting. A minimum of three hotels excluding the subject hotel must report data in order for us to provide comp set performance.

**Why is my comp set's percent change column blank?** If we did not receive last year's data for the corresponding month or day for at least four of the hotels in your comp set, we are unable to process the percent change.

**Is my hotel included or excluded from the comp set numbers?** Our default is to include your hotel's numbers in the comp set data on the STAR report. However, some clients choose to exclude the subject hotel from the comp set. Check the top of your report under the title to determine whether or not your hotel is excluded. On daily and weekly reports, your hotel is always excluded from the comp set.

**Why am I being compared to submarket scale or class or market scale or class instead of comp set?** We must receive data from at least four hotels in your selected set to calculate comp set numbers. If less than four hotels report, your comparison will default first to submarket scale or class and then—if still insufficient—market scale or class. Please see the glossary for definitions of these terms. Check the top of your report under the title to determine which comparison is being made.

# tab3 STAR summary

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

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

	Occupancy (%)								Supply			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
	Any Hotel	89.8	2.7	80.9	-8.5	82.0	-9.8	84.9	-5.6	0.0	0.0	0.0
Market: Any Market	84.6	-0.3	81.2	-1.1	85.6	-0.5	82.4	-0.4	-0.3	-0.8	-0.6	-1.1
Market Class: Any Market Upscale	88.1	3.6	84.3	1.5	88.5	1.5	85.1	1.6	0.3	-1.7	-1.2	-1.5
Tract: Any Tract	87.6	0.3	84.4	-0.6	88.4	-0.4	85.4	-0.4	1.1	-0.7	0.8	-1.4
Tract Scale: Upscale Chains	88.8	2.1	85.0	0.8	88.9	0.1	86.0	0.4	1.3	-4.1	0.1	-4.9
Competitive Set: Competitors	90.5	0.7	86.5	3.2	91.5	1.1	87.7	2.4	0.0	0.0	0.0	0.4

	Average Daily Rate (\$)								Demand			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
	Any Hotel	234.89	10.0	248.55	14.3	266.87	15.2	259.98	15.2	2.7	-8.5	-9.8
Market: Any Market	205.50	10.9	215.06	12.6	228.69	13.3	226.23	14.7	-0.6	-1.8	-1.1	-1.5
Market Class: Any Market Upscale	210.02	8.3	221.89	12.2	237.71	12.1	235.76	16.1	3.9	-0.2	0.2	0.1
Tract: Any Tract	222.40	10.1	232.32	12.2	248.61	12.9	246.89	14.8	1.4	-1.3	0.3	-1.8
Tract Scale: Upscale Chains	258.03	8.7	270.02	9.7	285.94	10.6	286.00	12.1	3.5	-3.3	0.2	-4.5
Competitive Set: Competitors	229.88	8.8	241.02	10.8	255.11	11.7	254.12	13.8	0.7	3.2	1.1	2.8

	RevPAR (\$)								Revenue			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
	Any Hotel	210.89	12.9	201.01	4.6	218.75	3.9	220.81	8.8	12.9	4.6	3.9
Market: Any Market	173.89	10.5	174.66	11.4	195.79	12.7	186.32	14.2	10.2	10.5	12.1	13.0
Market Class: Any Market Upscale	185.04	12.2	187.10	13.9	210.44	13.7	200.59	18.0	12.5	12.0	12.3	16.2
Tract: Any Tract	194.77	10.4	196.01	11.5	219.76	12.4	210.97	14.4	11.6	10.7	13.3	12.8
Tract Scale: Upscale Chains	229.07	11.0	229.61	10.6	254.14	10.7	245.83	12.6	12.5	6.0	10.8	7.0
Competitive Set: Competitors	207.93	9.5	208.60	14.3	233.50	12.9	222.92	16.5	9.5	14.3	12.9	17.0

	Census/Sample - Properties & Rooms					Pipeline				
	Census		Sample		Sample %		Market: Any Market			
	Properties	Rooms	Properties	Rooms	Rooms		Under Construction		Planning	
Market: Any Market	383	78944	204	59398	75.3					
Market Class: Any Market Upscale	59	21762	48	20182	92.7					
Tract: Any Tract	77	28152	49	22772	80.9					
Tract Scale: Upscale Chains	23	14579	21	13913	95.4					
Competitive Set: Competitors	6	6865	6	6865	100.0					

**STAR Summary:** Subject property vs. competitive set and pre-defined STR industry segments for current month, year-to-date, running 3 month and running 12 month periods.

**Market:** A geographic area normally composed of a Metropolitan Statistical Area (i.e. Atlanta, GA). There are currently 162 U.S. STR markets.

**Market Class:** Class is an industry categorization which includes chain-affiliated and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its room rate, relative to that of the chain hotels in their geographic proximity.

**Tract (Sub-Market):** A geographic subset of an STR market. There are currently 613 U.S. tracts.

**Tract Scale (Sub-Market Scale):** Consists of STR chain scale segments.

**Tract Upscale** = luxury, upper upscale and upscale chains

**Tract Midscale** = midscale with F&B and midscale chains w/o F&B chains

**Tract Economy** = economy chains

The tract scale numbers displayed on the report will correspond with the subject hotel's tract scale classification.

**Census:** The total number of properties and rooms in a segment.

**Sample:** The number of segment rooms that report data to STR.

**Sample %:** The percentage of rooms that report data to STR.

**Supply:** The number of segment rooms times the number of days in the period.

**Demand:** The number of rooms sold (excludes complimentary rooms).

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

**Pipeline:** Pipeline data is based on the STR/TWR/Dodge Construction Supply Pipeline database and details hotels that are planned or under construction but not yet open. The data is widely used by investment banks, development groups and hotel owners to estimate future supply growth.

**Under Construction:** Ground has been broken or the owner is finalizing bids on the general contract.

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

**Why do you ask for last year's data?** We use last year's data to calculate year over year percent change and to check the accuracy of previously submitted data.

**Why is my percent change data blank?** Percent change data is blank when current and/or historical data has not been received.

**How are percent changes calculated?** Hotel and competitive set performance changes are measured against the same period last year. The percent change is calculated using the following formula: (This Year-Last Year) / Last Year \* 100.

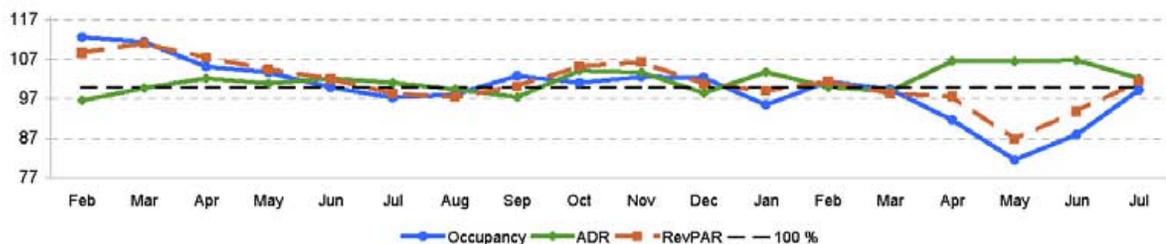
**Why do my percent change numbers have such a large range?** The data for this year vs. the same period last year may vary, depending on a number of factors such as holidays, special events and promotions.

# tab4 competitive set report

## Tab 4 - Competitive Set Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555  
 STR # 9850 ChainID: 000026566 MgtCo: None Owner: None  
 For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

Monthly Indexes



RevPAR Percent Change - 2006



Occupancy (%)	2005												2006						Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2004	2005	2006	2004	2005	2006	2004	2005	2006
My Property	85.2	84.1	91.4	84.1	91.0	87.5	87.4	92.3	89.9	93.7	89.8	74.8	78.2	84.3	82.7	75.1	81.0	89.8	85.9	88.4	80.9	88.9	80.8	82.0	86.9	89.8	84.9
Competitive Set	75.7	84.5	88.9	90.8	91.1	89.9	89.1	89.7	88.9	91.3	87.7	78.4	77.1	84.8	90.3	92.1	92.1	90.5	83.9	83.9	86.5	80.8	90.6	91.5	83.3	85.7	87.7
Index	112.6	111.3	105.1	103.6	99.9	97.3	99.1	102.8	101.1	102.6	102.3	95.5	101.4	99.4	91.6	81.6	87.9	99.3	102.4	105.4	93.4	98.9	100.3	89.6	104.4	105.0	96.8
Rank	2 of 7	1 of 7	3 of 7	1 of 7	4 of 7	4 of 7	5 of 7	2 of 7	2 of 7	2 of 7	3 of 7	5 of 7	3 of 7	6 of 7	6 of 7	7 of 7	7 of 7	6 of 7	2 of 7	2 of 7	6 of 7	4 of 7	4 of 7	7 of 7	2 of 7	2 of 7	5 of 7

ADR (\$)	2005												2006						Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2004	2005	2006	2004	2005	2006	2004	2005	2006
My Property	192.91	210.16	230.88	235.01	246.28	213.62	203.79	268.37	285.03	305.36	305.85	219.95	214.76	233.08	265.79	280.23	290.72	234.69	192.40	217.45	248.55	201.38	231.75	266.87	198.80	225.66	259.98
Competitive Set	199.79	210.74	225.94	233.05	241.04	211.33	205.11	275.40	273.81	294.54	310.55	211.98	214.75	235.64	249.42	263.19	272.38	229.88	189.84	217.61	241.02	196.98	228.41	255.11	195.32	223.24	254.12
Index	96.8	99.7	102.2	100.8	102.2	101.1	99.4	97.4	104.1	103.7	88.5	103.7	100.0	98.9	106.6	106.5	106.7	102.2	101.5	99.9	103.1	102.2	101.5	104.6	101.8	101.1	102.3
Rank	4 of 7	3 of 7	2 of 7	2 of 7	2 of 7	2 of 7	3 of 7	4 of 7	2 of 7	3 of 7	2 of 7	3 of 7	3 of 7	3 of 7	1 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7

RevPAR (\$)	2005												2006						Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2004	2005	2006	2004	2005	2006	2004	2005	2006
My Property	184.38	187.68	210.94	221.07	224.01	186.83	178.09	247.58	256.27	288.01	274.51	164.53	187.86	198.43	219.81	210.46	235.42	210.89	165.25	182.18	201.01	178.95	210.49	218.75	172.84	202.97	220.81
Competitive Set	151.21	178.06	196.34	211.53	219.51	189.89	182.70	247.16	243.55	269.01	272.41	166.12	165.68	199.80	225.29	242.33	250.80	207.93	176.92	182.47	208.60	176.92	206.84	233.50	162.61	191.31	222.92
Index	109.7	111.0	107.4	104.5	102.0	98.4	97.5	100.2	105.2	106.3	100.8	99.0	101.4	98.3	97.6	86.9	93.9	101.4	103.9	105.3	96.4	101.1	101.8	93.7	106.3	106.1	99.1
Rank	2 of 7	3 of 7	4 of 7	2 of 7	2 of 7	3 of 7	4 of 7	3 of 7	4 of 7	5 of 7	7 of 7	4 of 7	2 of 7	2 of 7	2 of 7	3 of 7	2 of 7	2 of 7	5 of 7	2 of 7	2 of 7	3 of 7					

**Competitive Set Report:** Compares property vs. competitive set for the most recent 18 month period, as well as for year-to-date, running 3 month and running 12 month periods.

**Monthly Indexes Graph:** Tracks Occupancy, ADR and RevPAR indexes over the past 18 months.

**RevPAR Percent Change Graph:** Room revenue divided by rooms available in the current period this year (TY) vs. same period last year (LY). Calculated as ((TY-LY)/LY)\*100.

**Rank:** We utilize ranking to measure a property's performance in three key areas: Occupancy, ADR and RevPar. Property performance is ranked versus hotels in the competitive set. Example: "3 of 6" ADR ranking means the subject hotel's absolute ADR is the third highest of the six competitors.

**Year To Date:** Compares the same year-to-date period from the past three years.

**Running 3 Month:** Compares the same three month period from the past three years.

**Running 12 Month:** Compares the same twelve month period from the past three years.

## Tab 5 - Response Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555  
 STR # 98765 ChainID: 999999 MgtCo: None Owner: None  
 For the Month of: July 2006 Date Created: August 24, 2006

### This Year

Jul 4th - Independence Day

### July 2006 (This Year)

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

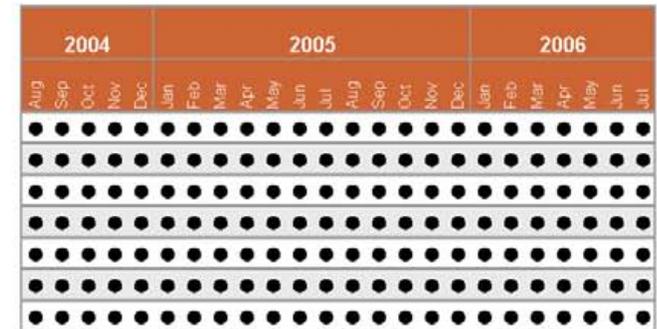
### July 2005 (Last Year)

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

### Last Year

Jul 4th - Independence Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
98765	Any Hotel	Any City, Any State	99999	(555) 555-5555	100	190001
99876	Hotel A	Any City, Any State	99999	(555) 555-5555	200	190002
99987	Hotel B	Any City, Any State	99999	(555) 555-5555	300	190003
99998	Hotel C	Any City, Any State	99999	(555) 555-5555	400	190004
99999	Hotel D	Any City, Any State	99999	(555) 555-5555	500	190005
98876	Hotel E	Any City, Any State	99999	(555) 555-5555	600	190006
98887	Hotel F	Any City, Any State	99999	(555) 555-5555	700	190007
					2800	



Data received:

- = Monthly Only
- = Monthly & Daily

**Response Report:** Details properties in the competitive set that have reported data to STR over the past 24 months.

**Calendars:** For accurate date-to-date and day-to-day comparison, STR has included calendars from this year and last year, highlighting key events and holidays.

### Chart legend:

- = Only monthly data received.
- = Monthly & daily data received.

STR is continually soliciting hotels to participate in our programs. Non-reporting hotel performance is estimated by using the average of reporting hotels in the comp set.

**How can I change my comp set?** Branded hotels must contact their corporate office to make any changes. Independent hotels may contact us directly at [indv@smithtravelresearch.com](mailto:indv@smithtravelresearch.com). Any request to modify your comp set must include at least two changes to protect confidentiality.

**What happens if a hotel in my comp set does not participate?** We are continually soliciting hotels to participate in our programs. If a hotel in your comp set fails to report data, we estimate their performance at the average of the reporting hotels in the comp set. If a hotel closes, its data is not estimated in your comp set numbers. If a closing reduces your comp set hotel count to less than four, the comp set will be insufficient and the column will be blank. Please contact us for more specific methodology questions.

**My report has some questionable information, what should I do?** If you are a branded hotel, please contact your chain or management company representative. Independent hotels should contact one of our Client Services representatives at [indv@smithtravelresearch.com](mailto:indv@smithtravelresearch.com).

# tab6 segmentation summary

## Tab 6 - Segmentation Summary - My Property vs. Competitive Set

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

### July 2006

	Transient			Group			Contract			Total		
			% Chg									
<b>Occupancy (%)</b>	My Property	64.2	51.5	My Property	21.3	-48.6	My Property	4.2	18.9	My Property	89.8	2.7
	Comp set	60.6	10.4	Comp set	28.2	-13.8	Comp set	1.7	-26.0	Comp set	90.5	0.7
	Index	106.0	37.2	Index	75.6	-40.3	Index	254.1	60.6	Index	99.3	2.0
<b>ADR (\$)</b>	My Property	235.63	0.7	My Property	232.92	17.2	My Property	233.65	62.8	My Property	234.89	10.0
	Comp set	243.95	7.1	Comp set	203.06	7.4	Comp set	173.25	30.2	Comp set	229.88	8.8
	Index	96.6	-6.0	Index	114.7	9.1	Index	134.9	25.0	Index	102.2	1.1
<b>RevPAR (\$)</b>	My Property	151.28	52.5	My Property	49.71	-39.8	My Property	9.90	93.5	My Property	210.89	12.9
	Comp set	147.71	18.2	Comp set	57.33	-7.5	Comp set	2.89	-3.6	Comp set	207.93	9.5
	Index	102.4	29.0	Index	86.7	-34.9	Index	342.7	100.8	Index	101.4	3.1

### Year To Date

	Transient			Group			Contract			Total		
			% Chg									
<b>Occupancy (%)</b>	My Property	53.8	20.5	My Property	23.7	-41.4	My Property	3.4	2.2	My Property	80.9	-8.5
	Comp set	58.8	11.1	Comp set	26.2	-4.5	Comp set	1.6	-54.9	Comp set	86.5	3.2
	Index	91.5	8.4	Index	90.5	-38.6	Index	210.6	126.4	Index	93.4	-11.3
<b>ADR (\$)</b>	My Property	258.47	7.4	My Property	233.07	17.7	My Property	199.05	40.8	My Property	248.55	14.3
	Comp set	250.17	8.0	Comp set	224.98	12.0	Comp set	167.55	20.1	Comp set	241.02	10.8
	Index	103.3	-0.6	Index	103.6	5.0	Index	118.8	17.2	Index	103.1	3.2
<b>RevPAR (\$)</b>	My Property	139.04	29.4	My Property	55.26	-31.0	My Property	6.71	43.9	My Property	201.01	4.6
	Comp set	147.01	20.1	Comp set	58.90	6.9	Comp set	2.68	-45.8	Comp set	208.60	14.3
	Index	94.6	7.8	Index	93.8	-35.5	Index	250.2	165.5	Index	96.4	-8.5

**Segmentation Summary:** Compares property vs. competitive set segmentation data for the current month and year-to-date. Segmentation data includes Occupancy, ADR and RevPar by source of business (transient, group and contract).

**Transient:** Includes rooms occupied by guests with reservations at rack, corporate, corporate negotiated, package, government or foreign travelers rates. Also includes occupied rooms booked via third-party websites (exception: simultaneous bookings of ten or more rooms which should be defined as a group).

**Group:** Includes rooms occupied which were sold simultaneously in blocks of ten or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

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

# tabs 7 8 9 10 11 segmentation analysis

## Tab 7 - Segmentation Occupancy Analysis

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR #98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

Current Month		Occupancy (%)											Percent Change (%)												
		Transient			Group			Contract			Total			Transient			Group			Contract			Total		
		My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale
2005	Feb	46.7	50.1	59.9	35.5	21.6	15.2	3.0	4.0	4.1	85.2	75.7	79.3	-1.4	-4.7	12.8	18.4	8.3	-15.8	652.3	14.1	36.6	9.6	-0.4	6.8
	Mar	42.3	53.9	57.7	48.7	26.5	23.4	3.0	4.1	4.5	94.1	84.5	85.6	-19.1	10.8	2.7	35.5	-14.8	-6.9	623.3	13.6	48.5	6.1	1.4	1.5
	Apr	48.9	52.8	57.1	39.4	29.8	26.1	3.1	4.2	4.1	91.4	86.9	87.3	-6.4	-1.1	1.2	0.2	0.0	2.6	90.2	16.9	13.3	-1.9	0.0	2.1
	May	43.9	57.5	58.3	46.5	29.9	25.9	3.6	3.4	4.3	94.1	90.8	88.5	-18.1	8.8	5.6	35.3	-5.4	-3.3	14.9	-10.1	3.7	3.2	2.9	2.8
	Jun	47.3	55.8	58.3	40.1	32.3	26.5	3.6	3.0	4.3	91.0	91.1	89.1	-1.5	1.6	1.0	17.9	-0.5	1.2	4.1	-30.5	-0.4	6.4	-0.7	1.0
	Jul	42.4	54.8	58.1	41.5	32.8	24.3	3.6	2.3	4.3	87.5	89.9	86.8	14.7	7.4	7.9	-15.5	-3.2	-8.6	-6.5	-51.9	1.3	-2.7	0.3	2.4
	Aug	45.5	63.6	60.6	38.3	23.3	20.9	3.6	2.2	4.2	87.4	89.1	85.7	-0.4	20.0	14.8	-4.5	-22.5	-19.3	-23.7	-51.9	-2.0	-3.4	1.7	3.3
	Sep	40.4	55.5	56.6	49.0	32.2	29.7	2.9	2.1	2.7	92.3	89.7	89.0	-2.7	10.0	9.0	4.4	-10.0	-1.8	2.6	-51.5	-42.6	1.1	-0.8	2.4
	Oct	57.3	60.9	61.2	29.6	25.8	23.6	3.0	2.2	2.7	89.9	88.9	87.5	11.6	8.3	8.0	-23.3	-15.7	-13.5	3.6	-42.6	-48.4	-3.1	-2.0	-1.8
	Nov	52.0	54.9	59.2	38.3	34.3	27.1	3.4	2.1	2.8	93.7	91.3	89.1	9.5	5.5	7.4	-10.8	4.4	1.2	7.4	-46.8	-47.1	0.1	2.8	2.2
	Dec	58.1	68.5	65.4	28.4	17.2	15.3	3.3	2.0	2.8	89.8	87.7	83.5	-1.4	6.5	5.6	-7.3	10.3	-6.9	9.0	-49.0	-42.7	-3.0	4.6	0.3
2006	Jan	40.5	52.3	52.7	31.0	24.6	20.6	3.3	1.5	2.5	74.8	78.4	75.8	-2.1	16.1	6.1	0.9	30.6	15.8	1.9	-60.7	-44.4	-0.7	15.7	5.4
	Feb	48.5	58.0	58.8	26.8	17.7	16.5	2.9	1.5	2.7	78.2	77.1	78.0	3.7	15.8	-1.8	-24.3	-18.1	8.3	-3.4	-63.2	-34.5	-8.2	1.9	-1.6
	Mar	59.3	59.9	61.9	22.0	23.4	19.3	3.0	1.5	2.9	84.3	84.8	84.1	40.2	11.2	7.2	-54.8	-11.6	-17.3	-2.1	-64.1	-35.5	-10.4	0.4	-1.8
	Apr	56.2	56.7	59.1	23.3	31.9	25.6	3.3	1.7	2.9	82.7	90.3	87.6	14.9	7.4	3.5	-41.0	6.8	-1.9	7.2	-59.5	-30.5	-9.4	3.9	0.3
	May	52.6	61.2	61.4	19.6	29.2	23.6	2.9	1.7	2.8	75.1	92.1	87.8	19.9	6.5	5.3	-57.9	-2.5	-8.7	-20.5	-50.1	-34.9	-20.2	1.4	-0.7
	Jun	54.8	62.6	62.4	22.1	27.8	23.9	4.0	1.6	3.1	81.0	92.1	89.4	16.0	12.2	7.0	-44.9	-13.9	-9.9	13.1	-44.7	-28.3	-11.0	1.1	0.3
	Jul	64.2	60.6	61.8	21.3	28.2	22.0	4.2	1.7	3.1	89.8	90.5	87.0	51.5	10.4	6.3	-48.6	-13.8	-9.4	18.9	-26.0	-27.5	2.7	0.7	0.2

Year To Date		Occupancy (%)											Percent Change (%)												
		Transient			Group			Contract			Total			Transient			Group			Contract			Total		
2004		46.8	50.9	54.0	37.2	29.0	24.1	1.9	3.9	3.6	85.9	83.9	81.8	-3.0	5.6	6.1	10.7	29.9	12.7	0.0	6.8	126.7	4.9	13.0	10.6
2005		44.6	52.9	57.0	40.4	27.4	22.8	3.3	3.5	4.3	88.4	83.9	84.1	-4.7	3.8	5.5	8.8	-5.6	-5.5	73.7	-8.2	18.0	2.9	0.0	2.8
2006		53.8	58.8	59.7	23.7	26.2	21.7	3.4	1.6	2.8	80.9	86.5	84.2	20.5	11.1	4.7	-41.4	-4.5	-5.0	2.2	-54.9	-33.9	-8.5	3.2	0.1

Running 3 Month		Occupancy (%)											Percent Change (%)												
		Transient			Group			Contract			Total			Transient			Group			Contract			Total		
2004		46.2	52.9	55.6	39.2	32.7	26.5	3.5	4.2	4.3	88.9	89.8	86.4	-12.1	-2.0	1.2	17.0	34.6	11.9	0.0	-6.8	105.5	3.3	8.4	7.0
2005		44.5	56.1	58.2	42.8	31.6	25.6	3.6	2.9	4.3	90.8	90.6	88.1	-3.6	5.9	4.8	9.0	-3.1	-3.7	3.5	-32.4	1.5	2.2	0.8	2.0
2006		57.3	61.5	61.9	21.0	28.4	23.2	3.7	1.7	3.0	82.0	91.5	88.0	28.7	9.6	6.2	-50.9	-10.2	-9.4	3.6	-41.8	-30.2	-9.8	1.1	-0.1

Running 12 Month		Occupancy (%)											Percent Change (%)												
		Transient			Group			Contract			Total			Transient			Group			Contract			Total		
2004		50.6	53.5	55.6	35.2	25.9	23.1	1.1	3.9	3.3	86.9	83.3	82.0	-1.6	8.1	5.9	8.4	9.1	4.7	23.2	16.8	82.7	2.5	8.8	7.4
2005		46.5	53.9	56.5	40.1	28.0	23.8	3.3	3.8	4.5	89.9	85.7	84.8	-8.2	0.8	1.6	14.1	8.3	3.3	188.0	-3.0	35.9	3.5	2.9	3.4
2006		52.5	59.6	60.1	29.1	26.3	22.4	3.3	1.8	2.9	84.9	87.7	85.4	12.9	10.6	6.4	-27.5	-6.2	-6.0	0.1	-51.9	-35.4	-5.6	2.4	0.7

**Segmentation Analysis:** Monthly occupancy, ADR, RevPAR, index and ranking analysis of transient, group, contract and total business for the past 18 months. Compares subject property data to competitive set and market scale.

**Market Scale:** Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are seven scale groups: Luxury, Upper Upscale, Upscale, Midscale with F&B, Midscale w/out F&B, Economy and Independent.

**Rank Percent Change (Tab 11):** The percent change in rank for the property is compared to the percent change of each hotel in the comp set.

# tabs 12 13 segmentation day of week

## Tab 12 - Segmentation Day Of Week - Current Month

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

	Current Month												Percent Change (%)											
	Transient			Group			Contract			Total			Transient			Group			Contract			Total		
	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale
<b>Occupancy (%)</b>																								
Sunday	57.4	50.9	53.2	19.7	31.2	21.2	4.6	1.7	3.2	81.7	83.5	77.6	72.3	4.2	5.0	-59.6	-10.7	-14.1	8.9	-23.1	-25.8	-5.4	-2.9	-2.5
Monday	63.3	60.9	62.0	22.8	26.7	20.9	4.3	1.5	3.0	90.3	89.1	86.0	73.7	17.2	11.2	-52.8	-28.9	-21.7	23.0	-29.5	-28.9	2.4	-2.5	-0.8
Tuesday	59.3	65.0	64.0	26.6	24.8	21.4	4.6	1.6	3.2	90.5	91.6	88.6	38.1	15.2	6.7	-39.9	-28.9	-16.7	38.3	-25.5	-25.3	0.0	-1.9	-1.5
Wednesday	64.4	67.8	67.1	23.8	23.8	20.5	4.3	1.6	3.2	92.5	93.6	90.8	28.4	11.7	4.4	-31.5	-17.6	-6.8	21.7	-26.2	-27.8	4.6	1.8	-0.1
Thursday	69.3	64.6	63.5	19.5	26.5	23.2	3.4	1.4	3.1	92.2	92.7	89.8	28.2	11.4	4.0	-36.5	-6.3	7.1	6.4	-35.7	-28.8	4.8	4.7	3.0
Weekday	62.5	61.3	61.6	22.4	26.8	21.4	4.3	1.6	3.1	89.1	89.8	86.1	45.7	11.7	6.2	-46.4	-18.8	-11.5	18.6	-27.9	-27.3	1.1	-0.3	-0.4
Friday	67.1	57.0	60.6	18.6	31.6	23.8	4.0	1.9	3.1	89.7	90.2	87.6	50.9	6.1	6.2	-46.4	7.9	7.6	15.9	-19.7	-27.8	8.6	5.7	4.7
Saturday	69.3	60.1	63.7	19.0	31.9	23.4	4.4	1.9	3.1	92.7	93.7	90.2	81.9	7.7	6.4	-59.9	-9.7	-13.8	21.1	-22.3	-28.3	3.9	0.2	-1.2
Weekend	68.3	58.7	62.3	18.8	31.8	23.6	4.2	1.9	3.1	91.3	92.1	89.1	65.5	7.2	6.6	-54.2	-1.7	-4.3	19.2	-21.0	-28.0	6.4	3.0	1.8
<b>Total</b>	<b>64.2</b>	<b>60.6</b>	<b>61.8</b>	<b>21.3</b>	<b>28.2</b>	<b>22.0</b>	<b>4.2</b>	<b>1.7</b>	<b>3.1</b>	<b>89.8</b>	<b>90.5</b>	<b>87.0</b>	<b>51.5</b>	<b>10.4</b>	<b>6.3</b>	<b>-48.6</b>	<b>-13.8</b>	<b>-9.4</b>	<b>18.9</b>	<b>-26.0</b>	<b>-27.5</b>	<b>2.7</b>	<b>0.7</b>	<b>0.2</b>
<b>ADR (\$)</b>																								
Sunday	223.91	221.13	228.79	231.70	199.21	205.06	236.39	174.37	174.36	226.49	212.02	220.06	-1.2	4.8	5.0	17.7	3.9	5.1	68.9	31.7	27.0	10.2	5.4	6.6
Monday	246.96	246.72	258.29	234.92	205.19	214.54	232.28	174.56	173.77	243.23	233.01	244.66	-4.0	4.4	5.8	15.3	9.1	8.7	59.6	33.3	27.5	8.8	8.8	9.0
Tuesday	257.60	264.35	272.99	237.77	213.38	220.84	235.02	172.07	186.21	250.63	248.81	257.26	-1.4	6.0	7.7	16.4	14.8	10.9	60.2	31.9	35.1	9.4	11.6	10.6
Wednesday	261.75	267.25	275.19	234.55	210.03	216.20	232.39	174.60	171.59	253.38	250.91	258.21	6.8	10.5	9.9	14.2	6.8	7.1	59.2	34.6	25.1	12.3	11.6	10.8
Thursday	243.02	247.63	255.44	226.38	209.71	209.33	235.52	175.28	170.21	239.22	235.50	240.62	11.8	8.5	7.4	16.5	9.6	6.4	76.4	28.4	25.6	16.0	10.0	8.1
Weekday	245.97	249.59	258.09	233.47	206.58	212.82	234.32	174.17	175.18	242.27	235.37	243.81	2.4	7.1	7.3	16.2	8.4	7.6	64.8	31.9	28.0	11.4	9.5	9.1
Friday	215.54	230.35	229.77	233.07	194.47	194.76	231.85	172.23	171.44	219.90	216.72	218.17	0.0	7.2	6.1	20.7	6.4	5.0	57.4	28.3	24.1	8.1	7.5	6.9
Saturday	210.18	228.94	224.97	229.97	196.84	194.12	232.09	170.69	172.62	215.27	216.87	215.15	-7.3	4.7	3.0	17.7	4.2	3.5	59.6	25.8	24.6	4.1	5.7	4.8
Weekend	212.52	229.55	227.05	231.33	195.79	194.40	231.99	171.37	172.10	217.29	216.81	216.47	-3.7	5.9	4.4	18.9	5.2	4.2	58.5	27.0	24.4	5.9	6.5	5.7
<b>Total</b>	<b>235.63</b>	<b>243.95</b>	<b>249.00</b>	<b>232.92</b>	<b>203.06</b>	<b>207.09</b>	<b>233.65</b>	<b>173.25</b>	<b>174.28</b>	<b>234.89</b>	<b>229.88</b>	<b>235.68</b>	<b>0.7</b>	<b>7.1</b>	<b>6.8</b>	<b>17.2</b>	<b>7.4</b>	<b>6.7</b>	<b>62.8</b>	<b>30.2</b>	<b>26.9</b>	<b>10.0</b>	<b>8.8</b>	<b>8.4</b>
<b>RevPAR (\$)</b>																								
Sunday	128.44	112.65	121.65	45.68	62.08	43.43	10.89	3.02	5.63	185.01	177.01	170.72	70.2	9.2	10.3	-52.5	-7.2	-9.8	84.0	1.3	-5.8	4.2	2.4	4.0
Monday	156.24	150.20	160.21	53.51	54.70	44.83	9.88	2.60	5.29	219.63	207.66	210.33	66.8	22.4	17.7	-45.6	-22.4	-14.9	96.4	-6.0	-9.3	11.4	6.0	8.1
Tuesday	152.88	171.74	174.66	63.31	52.84	47.23	10.75	2.78	5.96	226.94	227.92	227.83	36.2	22.2	14.9	-30.0	-18.5	-7.6	121.5	-1.7	0.9	9.3	9.4	8.9
Wednesday	168.54	181.23	184.66	55.82	49.99	44.40	10.10	2.85	5.44	234.46	234.87	234.48	37.1	23.4	14.7	-21.8	-12.1	-0.3	93.7	-0.6	-9.6	17.5	13.6	10.7
Thursday	168.39	160.02	162.27	44.21	55.57	48.58	8.06	2.44	5.22	220.66	218.34	216.07	43.3	20.9	11.7	-26.0	2.7	14.0	87.6	-17.4	-10.5	21.6	15.2	11.4
Weekday	153.76	153.01	158.89	52.24	55.34	45.55	9.98	2.74	5.50	215.98	211.27	209.94	49.3	19.6	13.9	-37.7	-11.9	-4.8	95.5	-4.9	-7.0	12.5	9.1	8.6
Friday	144.67	131.30	139.29	43.28	61.41	46.41	9.20	3.26	5.37	197.14	195.51	191.08	50.9	13.7	12.6	-35.4	14.8	13.0	82.3	3.1	-10.3	17.4	13.6	11.9
Saturday	145.67	137.52	143.28	43.74	62.85	45.43	10.13	3.24	5.44	199.54	203.21	194.16	68.6	12.8	9.6	-52.9	-5.9	-10.8	93.3	-2.3	-10.7	8.2	5.9	3.5
Weekend	145.22	134.75	141.51	43.53	62.21	45.87	9.72	3.24	5.41	198.47	199.79	192.79	59.3	13.5	11.3	-45.5	3.4	-0.3	88.9	0.3	-10.4	12.7	9.7	7.6
<b>Total</b>	<b>151.28</b>	<b>147.71</b>	<b>153.85</b>	<b>49.71</b>	<b>57.33</b>	<b>45.64</b>	<b>9.90</b>	<b>2.89</b>	<b>5.48</b>	<b>210.89</b>	<b>207.93</b>	<b>204.96</b>	<b>52.5</b>	<b>18.2</b>	<b>13.5</b>	<b>-39.8</b>	<b>-7.5</b>	<b>-3.4</b>	<b>93.5</b>	<b>-3.6</b>	<b>-8.1</b>	<b>12.9</b>	<b>9.5</b>	<b>8.6</b>

**Segmentation Day of Week - Current Month:** Occupancy, ADR and RevPAR for transient, group, contract and total business shown by day of week for the current month. Compares subject property data to competitive set and market scale.

**Segmentation Day of Week - Year to Date:** Occupancy, ADR and RevPAR for transient, group, contract and total business shown by day of week for the year to date. Compares subject property data to competitive set and market scale.

# tabs 14 15 additional revenue analysis

## Tab 14 - Additional Revenue ADR Analysis

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID 999999 MgtCo None Owner None

For the Month of July 2006 Date Created August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

Current Month	Revenue Per Rooms Sold (\$)												Percent Change (%)												Ranking			
	Room			F&B			Other			Total			Room			F&B			Other			Total			My Prop vs. Comp Set			
	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	Room	F&B	Other	Total
2005 Feb	192.91	199.79	205.42	72.81	74.90	66.44	39.40	11.85	14.37	305.12	286.54	286.23	7.8	14.8	9.8	37.9	-1.1	3.5	19.2	5.1	0.3	15.2	9.7	7.8	4 of 7	3 of 7	1 of 7	3 of 7
Mar	210.16	210.74	217.62	54.06	82.36	70.82	38.63	8.85	18.43	302.85	301.95	306.86	7.6	11.0	9.8	-17.4	-4.1	-1.5	14.7	-24.8	17.8	2.8	5.0	7.4	3 of 7	4 of 7	1 of 7	3 of 7
Apr	230.88	225.94	232.18	76.37	93.04	84.84	36.03	9.94	14.74	343.28	328.92	331.76	19.5	18.2	15.7	35.2	14.3	18.6	57.2	-2.3	30.8	26.0	16.3	17.0	2 of 7	3 of 7	1 of 7	3 of 7
May	235.01	233.05	241.93	73.74	101.32	87.90	35.48	10.84	13.53	344.24	345.20	343.37	10.4	13.4	12.3	-0.9	21.2	14.3	-3.4	6.3	0.6	6.2	15.3	12.3	2 of 7	4 of 7	1 of 7	3 of 7
Jun	246.28	241.04	248.73	65.33	98.87	89.62	59.37	12.51	19.16	370.97	352.43	357.50	22.9	18.1	16.7	35.2	24.2	23.6	10.7	32.3	21.1	22.7	20.2	18.6	2 of 7	4 of 7	1 of 7	3 of 7
Jul	213.62	211.33	217.41	45.45	57.52	57.45	25.15	9.51	12.50	284.22	278.35	287.37	12.1	16.4	13.4	-5.0	18.3	23.2	37.6	5.9	39.2	10.7	16.4	16.2	2 of 7	3 of 7	1 of 7	2 of 7
Aug	203.79	205.11	214.76	50.23	49.62	54.27	31.43	10.47	14.48	285.45	265.20	283.51	11.4	12.2	10.7	58.5	4.8	21.7	39.7	1.0	39.7	20.4	10.3	13.9	3 of 7	2 of 6	1 of 6	2 of 6
Sep	268.37	275.40	288.16	67.71	90.62	93.28	35.16	12.62	16.91	371.25	378.64	398.36	19.2	27.2	25.4	14.3	30.1	43.5	16.3	-7.0	30.4	18.0	26.4	29.4	4 of 7	3 of 6	1 of 6	2 of 6
Oct	285.03	273.81	290.89	69.56	99.53	99.21	38.29	8.91	16.92	392.87	382.24	407.02	17.8	16.9	20.1	-3.7	7.9	22.8	27.5	-16.1	31.2	14.1	13.4	21.2	2 of 7	3 of 6	1 of 6	2 of 6
Nov	305.36	294.54	307.69	83.90	115.25	110.79	41.63	11.18	18.44	430.89	420.97	436.91	19.1	18.8	21.8	-10.3	11.6	27.7	-1.2	3.6	23.2	9.9	16.3	23.3	3 of 7	3 of 6	1 of 6	2 of 6
Dec	305.85	310.55	324.74	91.76	118.25	114.07	37.98	10.69	17.75	435.59	439.49	456.56	11.2	14.3	21.0	-3.1	7.7	26.3	-69.2	-21.6	-43.8	-11.6	11.2	17.0	2 of 7	3 of 6	1 of 6	2 of 6
2006 Jan	219.85	211.98	224.75	61.68	91.32	88.97	33.76	10.75	16.30	315.29	314.05	330.01	19.0	11.0	14.6	-8.3	13.9	28.0	-2.0	-13.6	7.9	10.1	10.7	17.6	3 of 7	4 of 7	1 of 7	2 of 7
Feb	214.76	214.75	223.02	46.73	84.60	76.92	17.90	11.13	12.71	279.39	310.49	312.66	11.3	7.5	8.6	-35.8	13.0	15.8	-54.6	-6.0	-11.5	-8.4	8.4	9.2	3 of 7	6 of 7	2 of 7	4 of 7
Mar	233.08	235.64	242.31	54.48	96.77	89.67	50.34	10.11	17.74	337.90	344.52	349.72	10.9	11.8	11.3	0.8	19.9	26.6	30.3	14.2	-3.7	11.6	14.1	14.0	3 of 7	6 of 7	1 of 7	3 of 7
Apr	265.79	249.42	258.55	74.78	94.73	90.80	35.13	8.79	13.58	375.70	352.94	362.93	15.1	10.4	11.4	-2.1	1.8	7.0	-2.5	-11.5	-7.9	9.4	7.3	9.4	1 of 7	4 of 7	1 of 7	2 of 7
May	280.23	263.19	271.54	89.41	107.51	104.57	43.12	9.91	14.87	412.76	380.61	390.98	19.2	12.9	12.2	21.2	6.1	19.0	-21.5	-8.6	9.9	19.9	10.3	13.9	2 of 7	3 of 7	1 of 7	3 of 7
Jun	290.72	272.36	280.18	74.10	107.48	98.94	50.89	12.68	16.93	415.71	392.51	396.05	18.0	13.0	12.6	13.4	8.7	10.4	-14.3	1.3	-11.6	12.1	11.4	10.8	2 of 7	4 of 7	1 of 7	3 of 7
Jul	234.89	229.88	235.68	29.90	59.45	52.46	29.31	19.87	12.37	294.11	309.20	300.52	10.0	8.8	8.4	-34.2	3.4	-8.7	16.5	109.0	-1.1	3.5	11.1	4.6	2 of 7	5 of 7	2 of 7	3 of 7
<b>Year To Date</b>																												
2004	192.40	189.64	199.36	57.48	76.30	67.99	32.16	10.48	13.26	282.04	276.43	280.61	7.0	8.5	9.6	5.6	11.2	14.5	-15.6	37.3	0.9	3.6	10.1	10.3	2 of 7	3 of 6	1 of 6	2 of 6
2005	217.45	217.61	223.82	64.82	84.43	75.58	38.41	10.77	15.42	320.68	312.81	314.82	13.0	14.7	12.3	12.8	10.6	11.2	19.4	2.8	16.3	13.7	13.2	12.2	2 of 7	3 of 7	1 of 7	3 of 7
2006	248.55	241.02	248.77	60.94	92.18	86.17	37.43	11.97	14.96	346.92	345.17	349.90	14.3	10.8	11.1	-6.0	9.2	14.0	-2.5	11.1	-3.0	8.2	10.3	11.1	2 of 7	4 of 7	1 of 7	3 of 7
<b>Running 3 Month</b>																												
2004	201.36	196.98	206.83	57.18	70.51	65.43	35.73	9.54	12.76	294.27	277.03	285.02	9.9	12.4	13.9	8.0	-2.4	12.7	-12.7	1.8	-6.8	6.2	7.8	12.5	2 of 7	3 of 6	1 of 6	2 of 6
2005	231.75	228.41	236.02	61.81	85.87	78.37	39.93	10.94	15.03	333.50	325.22	329.42	15.1	16.0	14.1	8.1	21.8	19.8	11.8	14.7	17.7	13.3	17.4	15.6	2 of 7	4 of 7	1 of 7	3 of 7
2006	266.87	255.11	262.30	62.51	91.50	85.16	40.53	14.13	14.70	369.92	360.74	362.16	15.2	11.7	11.1	1.1	6.5	8.7	1.5	29.2	-2.1	10.9	10.9	9.9	2 of 7	3 of 7	2 of 7	3 of 7
<b>Running 12 Month</b>																												
2004	198.80	195.32	203.85	59.02	78.48	66.23	32.23	11.23	12.68	290.06	285.03	282.76	3.9	3.5	5.2	1.0	22.6	9.3	-7.1	54.6	1.1	1.9	9.6	6.0	2 of 7	3 of 6	1 of 6	2 of 6
2005	225.66	223.24	229.71	67.24	84.49	74.84	43.37	11.21	15.92	336.27	318.94	320.47	13.5	14.3	12.7	13.9	7.7	13.0	34.6	-0.2	25.6	15.9	11.9	13.3	2 of 7	3 of 7	1 of 7	3 of 7
2006	259.98	254.12	265.11	66.23	93.20	89.80	37.21	11.45	15.83	363.42	358.77	370.75	15.2	13.8	15.4	-1.5	10.3	20.0	-14.2	2.2	-0.6	8.1	12.5	15.7	2 of 7	3 of 7	1 of 7	2 of 7

**Additional Revenue ADR Analysis (Tab 14):** Monthly revenue analysis for room, F&B, other and total for the past 18 months. Revenue shown is divided by number of rooms sold. Compares subject property data to competitive set and market scale.

**Additional Revenue RevPAR Analysis (Tab 15):** Monthly revenue analysis for room, F&B, other and total for the past 18 months. Revenue shown is divided by number of rooms available. Compares subject property data to competitive set and market scale.

**Room:** Room revenue reported to STR should exclude rebates, refunds, overcharges and taxes. Fees received due to cancellations (generally advance deposits for meetings, conventions, groups, guest sleeping room blocks, etc.) should not be included in room revenue reported to STR. Revenue of this nature is usually credited to the "rentals and other income" section of the property's financial statement. Fees received due to early departures should not be included in room revenue reported to STR.

**Food & Beverage (F&B):** Revenues derived from the sale of food, including coffee, milk, tea and soft drinks. Revenues derived from the sale of beverages including beer, wine, liquors and ale, including banquet beverage revenues. Revenues derived from other sources such as meeting room rentals, audio-visual equipment rentals, cover or service charges or other revenues within the food and beverage department (includes banquet services charges).

**Other:** Includes all other revenue excluding room revenue and F&B revenue. **Other Revenue = Total Revenue - (Room Revenue + F&B Revenue)**

# tab16 segmentation response report

## Tab 16 - Segmentation Response Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555  
 STR # 98765 ChainID: 999999 MgtCo: None Owner: None  
 For the Month of: July 2006 Date Created: August 24, 2006

### This Year

Jul 4th - Independence Day

### July 2006 (This Year)

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

### July 2005 (Last Year)

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

### Last Year

Jul 4th - Independence Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
98765	Any Hotel	Any City, Any State	99999	(555) 555-5555	100	190001
99876	Hotel A	Any City, Any State	99999	(555) 555-5555	200	190002
99987	Hotel B	Any City, Any State	99999	(555) 555-5555	300	190003
99998	Hotel C	Any City, Any State	99999	(555) 555-5555	400	190004
99999	Hotel D	Any City, Any State	99999	(555) 555-5555	500	190005
98876	Hotel E	Any City, Any State	99999	(555) 555-5555	600	190006
98887	Hotel F	Any City, Any State	99999	(555) 555-5555	700	190007
					2800	

2004			2005												2006									
Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
s	s	s	s	s	B	B	B	B	B	B	B	s	s	s	s	s	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B

### Data received:

- s = Segmentation (Transient, Group, Contract) Only
- r = Additional Revenue Only
- B = Both Segmentation & Additional Revenue

**Segmentation Response Report:** Details properties in the competitive set that have reported data to STR over the past 24 months.

### Chart legend:

s = Only segmentation data (transient, group, contract) received.

r = Only additional revenue received

B = Both segmentation & additional revenue received.

STR is continually soliciting hotels to participate in our programs. Non-reporting hotel performance is estimated by using the average of reporting hotels in the comp set. Please feel free to contact STR Sales Department ([ideas@smithtravelresearch.com](mailto:ideas@smithtravelresearch.com)) if a hotel in your competitive set is not or has not been reporting data.

# tab17 daily data for the month

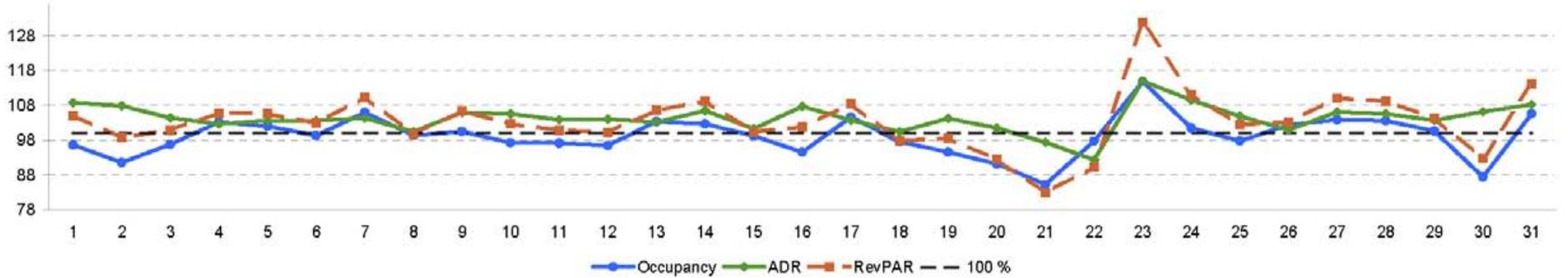
## Tab 17 - Daily Data for the Month

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2006 Date Created: August 24, 2006 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of July



Occupancy (%)	July																														
	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo
My Property	91.3	83.6	76.9	77.0	88.3	91.9	93.1	93.2	91.7	96.3	96.3	95.1	96.3	95.4	95.5	79.3	95.4	95.1	93.0	88.2	79.6	88.8	88.2	93.2	93.6	93.6	92.4	90.3	94.4	65.5	89.5
Competitive Set	94.5	91.3	79.5	74.7	86.7	92.6	87.9	93.9	91.3	99.0	99.2	98.6	93.2	93.0	96.3	83.9	91.3	97.6	98.4	96.8	93.5	91.0	76.9	91.9	95.8	91.6	89.0	87.3	93.9	74.9	84.9
Index	96.6	91.5	96.7	103.1	101.9	99.2	105.9	99.3	100.4	97.2	97.1	96.4	103.3	102.6	99.2	94.5	104.5	97.5	94.5	91.1	85.2	97.7	114.7	101.4	97.7	102.2	103.8	103.5	100.6	87.4	105.5

% Chg	July																														
	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo
My Property	1.1	-4.9	-8.9	-13.4	9.9	6.1	0.2	3.4	3.5	5.5	5.4	3.6	12.8	27.6	14.6	-6.9	8.4	7.5	4.8	0.2	-2.0	0.1	10.4	4.4	-0.1	0.4	0.3	-3.2	1.0	-27.6	-4.6
Competitive Set	7.2	6.3	0.9	-6.8	15.0	12.1	0.5	-2.5	1.3	1.1	1.0	0.8	3.4	8.7	5.7	2.0	-4.3	-0.8	-0.1	7.8	8.8	-4.6	-9.9	-3.2	-2.5	-5.9	-4.3	-6.6	-4.5	-14.5	-13.9
Index	-5.7	-10.5	-9.7	-7.0	-4.4	-5.4	8.7	6.1	2.2	4.3	4.4	2.8	9.1	17.5	8.4	-8.7	13.3	8.3	4.9	-7.0	-9.9	4.9	22.5	7.9	2.5	6.7	4.8	3.6	5.8	-15.4	10.7

ADR (\$)	July																														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
My Property	215.37	208.51	205.70	208.29	214.27	212.71	213.05	215.03	229.63	256.85	268.54	271.65	244.64	223.84	220.49	235.18	255.71	263.83	273.14	249.58	215.09	208.13	252.77	263.16	271.60	270.66	267.76	243.20	236.43	225.32	249.51
Competitive Set	198.15	193.46	197.18	203.07	206.99	205.39	204.46	214.26	216.87	243.50	258.67	261.45	237.32	210.38	217.94	218.55	246.80	263.03	262.22	246.20	221.00	225.57	220.01	240.46	259.18	268.32	252.68	230.65	228.10	212.45	230.63
Index	108.7	107.8	104.3	102.6	103.5	103.6	104.2	100.4	105.9	105.5	103.8	103.9	103.1	106.4	101.2	107.6	103.6	100.3	104.2	101.4	97.3	92.3	114.9	109.4	104.8	100.9	106.0	105.4	103.7	106.1	108.2

% Chg	July																														
	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo
My Property	14.7	10.6	7.7	-3.3	6.4	6.1	7.1	12.6	13.9	16.5	20.3	21.9	12.3	13.9	6.4	2.8	8.5	12.0	13.7	9.1	-10.5	-15.8	2.5	7.5	12.4	15.3	49.4	18.8	17.3	34.8	21.5
Competitive Set	4.3	4.5	7.1	3.5	3.0	2.5	5.0	7.9	6.3	10.4	13.9	14.1	8.2	1.8	4.7	4.8	7.8	11.3	11.7	10.8	4.1	2.8	4.9	10.5	14.1	17.2	18.7	10.4	9.3	7.1	4.0
Index	10.0	5.8	0.6	-6.5	3.3	3.5	2.0	4.4	7.2	5.5	5.6	6.8	3.8	11.9	1.6	-1.9	0.6	0.6	1.8	-1.5	-14.0	-18.1	-2.3	-2.8	-1.5	-1.6	25.8	7.6	7.3	25.8	16.9

RevPAR (\$)	July																														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
My Property	196.55	174.29	158.12	160.43	189.27	195.53	198.31	200.48	210.61	247.25	258.64	258.20	235.49	213.55	210.58	186.48	243.95	250.90	253.96	220.21	171.31	184.90	222.90	245.22	254.18	253.30	247.34	219.62	223.17	147.48	223.42
Competitive Set	187.24	176.72	156.75	151.73	179.39	190.25	179.76	201.18	198.10	241.16	256.56	257.79	221.24	195.70	209.91	183.36	225.29	256.59	258.09	238.34	206.58	205.19	169.10	220.98	248.23	245.68	224.90	201.24	214.10	159.15	195.75
Index	105.0	98.6	100.9	105.7	105.5	102.8	110.3	99.7	106.3	102.5	100.8	100.2	106.4	109.1	100.3	101.7	108.3	97.8	98.4	92.4	82.9	90.1	131.8	111.0	102.4	103.1	110.0	109.1	104.2	92.7	114.1

% Chg	July																														
	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo
My Property	16.0	5.2	-1.8	-16.2	17.0	12.6	17.0	16.4	18.0	22.8	26.8	26.3	26.7	45.4	22.0	-4.3	17.6	20.4	19.1	9.3	-12.3	-15.8	13.1	12.2	12.3	15.8	49.8	15.0	18.4	-2.5	15.9
Competitive Set	11.8	11.2	8.1	-3.6	18.5	14.9	5.5	5.1	7.7	11.6	15.0	15.0	11.9	10.6	10.7	6.9	3.2	10.4	11.6	19.4	13.2	-1.9	-5.5	7.0	11.2	10.2	13.6	3.1	4.4	-8.4	-10.4
Index	3.8	-5.3	-9.2	-13.1	-1.3	-2.1	10.9	10.7	9.5	10.0	10.2	9.9	13.2	31.4	10.2	-10.4	13.9	9.0	6.7	-8.5	-22.5	-14.1	19.7	4.9	1.0	5.1	31.8	11.5	13.5	6.5	29.4

**Daily Data for the Month:** Occupancy, ADR and RevPAR shown by day of week for the entire month. Compares subject property data to competitive set.

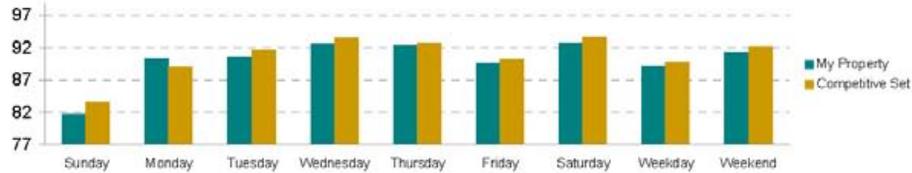
**Daily Indexes Chart:** Tracks Occupancy, ADR and RevPAR indexes for the entire month by date.

# tab 18 day of week & weekday/weekend

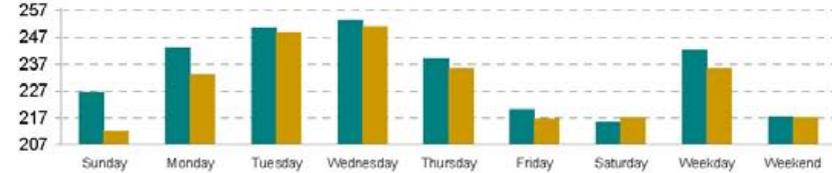
## Tab 18 - Day of Week and Weekday/Weekend Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555  
 STR # 98765 ChainID: 999999 MgtCo: None Owner: None  
 For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

Current Month Occupancy



Current Month ADR



Day of Week	Time Period	Occupancy (%)				Average Daily Rate (\$)				RevPAR (\$)			
		My Property	Competitive Set	Index	% Chg	My Property	Competitive Set	Index	% Chg	My Property	Competitive Set	Index	% Chg
Sunday	Current Month	81.7	83.5	97.8	-5.4	226.49	212.02	106.8	5.4	185.01	177.01	104.5	4.2
	Year To Date	70.1	74.0	94.8	-9.6	239.08	224.23	106.6	9.1	187.88	185.92	101.0	1.9
	Running 3 Month	73.6	81.0	90.8	-12.6	248.03	230.61	107.5	7.9	182.49	186.82	97.7	-2.0
	Running 12 Month	73.4	74.9	98.0	-8.9	249.03	235.08	105.9	12.1	182.86	176.16	103.8	4.1
Monday	Current Month	80.3	89.1	101.3	2.4	243.23	233.01	104.4	8.8	219.63	207.66	105.8	11.4
	Year To Date	81.3	84.7	96.0	-7.7	258.73	246.66	104.9	11.8	210.42	208.93	100.7	9.7
	Running 3 Month	81.8	90.7	90.2	-9.7	276.29	263.40	104.9	15.0	225.88	238.86	94.6	-3.7
	Running 12 Month	84.8	86.2	98.4	-5.4	263.50	255.52	103.1	14.0	223.39	220.15	101.5	11.1
Tuesday	Current Month	90.5	91.6	98.8	0.0	250.63	248.81	100.7	11.6	226.94	227.92	99.6	9.3
	Year To Date	84.0	90.2	93.1	-8.6	265.19	257.36	103.0	13.2	222.84	232.19	96.0	5.7
	Running 3 Month	83.6	95.2	87.8	-10.8	290.94	278.49	104.4	15.0	243.09	265.25	91.8	5.4
	Running 12 Month	88.1	91.2	96.5	-5.3	270.96	265.79	101.9	15.3	238.59	242.51	98.4	9.5
Wednesday	Current Month	92.5	93.6	98.9	4.6	253.38	250.91	101.0	11.6	234.46	234.87	99.8	17.5
	Year To Date	85.1	91.2	93.3	-7.8	263.80	257.86	102.2	12.8	224.25	235.15	95.4	7.0
	Running 3 Month	85.1	95.8	88.8	-9.1	293.78	278.81	105.4	14.6	249.88	267.02	93.6	8.7
	Running 12 Month	88.9	92.2	96.5	-4.2	273.82	269.25	101.7	15.2	243.48	248.22	98.1	10.3
Thursday	Current Month	92.2	92.7	99.5	4.8	239.22	235.50	101.6	10.0	220.66	218.34	101.1	21.6
	Year To Date	82.8	88.5	93.6	-7.7	250.14	245.53	101.9	11.5	207.20	217.27	95.4	6.0
	Running 3 Month	83.6	92.7	90.2	-9.8	272.10	260.25	104.6	13.1	227.58	241.36	94.3	7.3
	Running 12 Month	87.1	89.7	97.1	-4.7	263.90	260.02	101.5	14.8	229.96	233.25	98.6	8.8
Friday	Current Month	88.7	90.2	98.4	8.6	219.90	216.72	101.5	7.5	197.14	195.51	100.8	17.4
	Year To Date	79.3	86.8	91.3	-9.8	230.06	225.48	102.0	8.2	182.41	185.91	93.1	0.1
	Running 3 Month	81.5	91.2	89.3	-9.0	242.48	234.64	103.3	8.5	197.68	214.10	92.3	0.6
	Running 12 Month	84.4	88.3	95.6	-5.6	247.51	243.95	101.5	11.5	208.92	215.41	97.0	7.7
Saturday	Current Month	92.7	93.7	98.9	3.8	215.27	216.87	99.3	5.7	199.54	203.21	98.2	8.2
	Year To Date	83.8	90.8	92.2	-8.3	230.47	227.03	101.5	7.7	193.10	206.23	93.6	0.9
	Running 3 Month	94.6	94.1	90.0	-7.9	241.10	234.57	102.8	7.5	204.07	220.67	92.5	0.9
	Running 12 Month	87.8	91.6	95.9	-5.5	248.73	245.52	101.3	12.6	218.45	224.80	97.2	7.9
Weekday/Weekend	Weekday	89.1	89.8	99.3	1.1	242.27	235.37	102.9	9.5	215.98	211.27	102.2	12.5
	Weekend	91.3	92.1	99.1	8.4	217.29	216.81	100.2	6.5	198.47	199.79	99.3	12.7
	(Sun-Thu)	80.6	85.6	94.1	-9.2	255.85	247.05	103.6	11.8	206.25	211.57	97.5	6.1
	(Fr-Sat)	83.1	92.7	89.7	-8.4	241.77	234.61	103.1	8.0	200.88	217.38	92.4	0.8
Total	Current Month	89.8	90.5	98.3	2.7	234.89	228.88	102.2	8.8	210.89	207.83	101.4	12.9
	Year To Date	80.9	86.5	93.4	-8.5	248.55	241.02	103.1	10.8	201.01	208.80	96.4	4.6
	Running 3 Month	82.0	91.5	89.6	-9.8	266.87	255.11	104.6	11.7	218.75	233.50	93.7	3.9
	Running 12 Month	84.9	87.7	96.8	-5.6	259.98	254.12	102.3	13.8	220.81	222.92	99.1	8.8

**Day of Week & Weekday/Weekend Report:** Occupancy, ADR and RevPAR shown for each day of the week and weekday/weekend for the current month, year-to-date, and the same day of the week for the running 3 month and 12 month periods. Compares subject property data to competitive set.

**Current Month Occupancy:** Graph shows occupancy for the current month by each day of the week and weekday/weekend, comparing subject property to competitive set.

**Current Month ADR:** Graph shows ADR for the current month by each day of the week and weekday/weekend, comparing subject property to competitive set.