

Beatrice, NE

Lodging Feasibility Study



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Introduction

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in Beatrice, NE.

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the Beatrice, NE market area. This Lodging Feasibility Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community. This document is written in a format that highlights key information and offers a preliminary indication of this market's ability to support potential hotel development.

This consultant from Core Distinction Group LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. Comprehensive research was performed and reviewed regarding the community's economic indicators, competitive lodging supply, and lodging demand generators. CDG performed field research to determine the relationship between the community and potential developed facility's lodging supply competitors and its lodging demand generators. Economic indicators were studied to determine the stability and future growth potential of the general market. The research was conducted as a macro and micro market analysis of the Beatrice area and the areas immediately surrounding area to determine their viability to support the potential of a hotel development.

This report will present projections for stabilized hotel operation based upon current operating performance in the market area. Occupancy, Average Daily Room Rate, and Sales Revenue projections for the hotel were based upon a detailed review of the field research data. Also, recommendations as to the property type, suggested property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for a potential lodging facility.

This report provides statistical and highlighted narratives to support the conclusions regarding the market area and its ability to support potential hotel development.

Property segment recommended for the potential development of a hotel is an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding Beatrice, NE. Additionally, the newness of the hotel should be well received in the marketplace. Its location will be ideal to serve Beatrice and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation of a newly developed hotel was researched to be between 45-55 guestrooms in this report. This would position it to be similar in size to the 51 average room size of the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Occupancy Performance.

Rate Competition will be dictated by market demand. With proper seasonal rate positioning the hotel should achieve a yield to the immediate market Upper Midscale hotel at 100%, Midscale at 150%, and over 200% for to the Economy or Independent branded hotels in the market as this hotel will compete directly with the upper midscale segment of hotels and be the newest branded hotel in the market.

Property features, amenities, and services of the hotel should satisfy the market it is attempting to attract. Standard features and amenities required for a proposed hotel in this market should include:

- * Hot Breakfast to meet the needs of today's traveler
- * Bar/Lounge to meet the needs of today's traveler both leisure and corporate.
- * Convenience Market to meet the needs of today's traveler
- * Indoor Pool to meet the demands of leisure travelers
- * Microwaves and Refrigerators to meet the needs of today's traveler
- * Attached or Nearby Restaurant.
- * Meeting Room Capacity of 50+ showing promise in this market locally
- * Guest Laundry Facilities to meet the needs of long term lodging needs in area
- * Fitness Center to meet the needs of today's traveler

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a selection of double queen -bedded guestrooms at 50% with a slightly lesser percentage of King bedded rooms at 40%. +10% or approximately 5-7 guestrooms available with extended stay features would be recommended as there is some indication in this market for long term stays.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all rooms revenues, meeting room revenue, as well as vending/bar revenue. Additionally, payroll paid out to employees hired at the hotel. On Average, this size property will create 8-12 full time jobs, part-time employment varies by hotel need and hiring practices. Taxes which include all sales taxes collected on hotel revenue, as well as all payroll related taxes collected from full-time hotel employees and temporary construction workers. Local governments will also collect new property taxes from the operation of the hotel. Indirect Impact includes all jobs and income generated by businesses that supply goods and services to the hotel. A few examples of businesses that will indirectly benefit from the development of a hotel include suppliers of rooms related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors.

Executive Summary

A **Lodging Demand Analysis** was performed. This demand analysis is based on general observations of the surrounding market area and the overall Beatrice, NE market area.

1st Quarter (Jan-Mar)	January	February	March
Lodging Rooms Available	1,674	1,512	1,674
Lodging Occupancy %	44.8%	46.3%	41.8%
Total Occ. Rooms	750	700	700
Average Daily Rate	89.00	89.00	89.00
Total Revenue	\$66,750	\$62,300	\$62,300
2nd Quarter (Apr-June)	April	May	June
Lodging Rooms Available	1,620	1,674	1,620
Lodging Occupancy %	46.3%	74.7%	80.2%
Total Occ. Rooms	750	1,250	1,300
Average Daily Rate	94.00	104.00	109.00
Total Revenue	\$70,500	\$130,000	\$141,700
3rd Quarter (July-Sept)	July	August	September
Lodging Rooms Available	1,674	1,674	1,620
Lodging Occupancy %	80.6%	74.7%	52.5%
Total Occ. Rooms	1,350	1,250	850
Average Daily Rate	109.00	104.00	95.00
Total Revenue	\$147,150	\$130,000	\$80,750
4th Quarter (Oct-Dec)	October	November	December
Lodging Rooms Available	1,674	1,620	1,674
Lodging Occupancy %	62.7%	52.5%	37.3%
Total Occ. Rooms	1,050	850	625
Average Daily Rate	99.00	94.00	89.00
Total Revenue	\$103,950	\$79,900	\$55,625

**Based on 54
Guestrooms**

TOTAL
19,710
58.0%
11,425
\$98.99
1,130,925

Source: Core Distinction Group LLC

NOTE: The above information is a forward looking projection of anticipated occupancies, adr, and revenue based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date rate shopping of local and surrounding hotels, and community feedback. This projection could change due to changes in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.

** The above forecasts represent projections for occupancy, adr, and revenue of a developed 54 unit lodging option. Financial Returns projected based on specific brand chosen for development. Development costs and FDD required by each brand for financial projection estimates.*

Executive Summary

First Year Ramp Up Projections of 54 Guestroom Lodging Options:

OCC%	ADR:	REVPAR	Room Revenue:
52.2%	\$94.04	\$49.05	\$966,871

1-5 Year Projections:

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 1
58.00%	\$98.99	\$57.38	\$1,130,925	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 2
59.50%	\$101.96	\$60.64	\$1,195,139	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 3
61.50%	\$105.02	\$64.58	\$1,272,847	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 4
65.00%	\$106.07	\$68.94	\$1,358,853	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 5
65.00%	\$107.13	\$69.63	\$1,372,442	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16	24	33	33	39	80	62
30%	45%	61%	61%	73%	148%	115%

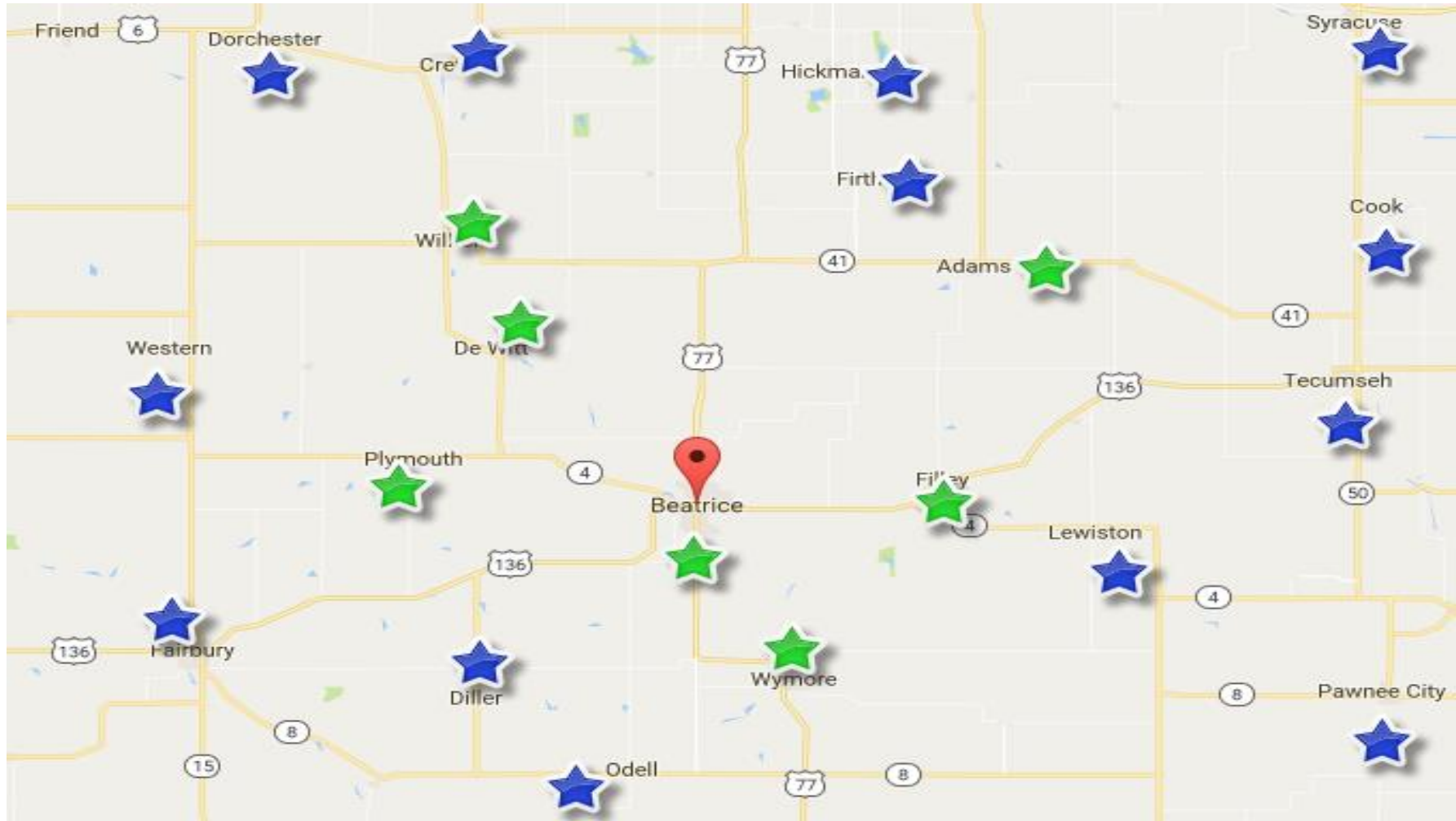
* Weekend/Leisure Demand % of demand for available rooms graph shown above. Weekend Demand High due to lodging generators in the immediate and regional markets. Focus on weekday (Sunday-Thursday) business will assist the project in meeting or exceeding projections. Two night minimum on Friday/Saturday revenue management strategy recommended for optimal revenue opportunity. Opportunity in demand months/days over 70% occupancy for increased ADR

It should be noted that the above projections are considered to be forecasted for the first full year open. Consideration for a ramp up period at a minimum of 90 to 180 days is typical for new hotel development. It should be noted that projections shown in any forward reaching proforma will indicate a first partial year ramp up period for comparison and budget planning. The opening of this potential hotel development should be in timing up to 90 days prior to peak season to ensure highest potential profitability in year 1. A minimum of \$150k should be factored into the total project cost under working capital to offset this first year ramp up period loss potential. Two of the four hotels used in this seasonality analysis are from outside of Beatrice, NE in neighboring markets. The market's demand patterns appear low to average within this regional area surveyed at the time of this report.

Source: Core Distinction Group LLC



Market Demand Area: (Focus Area of Sales Efforts of Additional Lodging)



Immediate Feeder Market



Secondary Feeder Market

** Feeder Market = Outlying Community that feeds travelers into desired market (Sales Focus Area)

Source: Google Maps; TripAdvisor; Core Distinction Group, LLC.

Executive Summary

Strengths of Beatrice, NE (according to interviewees)**:

(In no specific order)

- ✓ Small Community
- ✓ Rural Atmosphere
- ✓ Close access to metro areas
- ✓ Great School System
- ✓ Work Ethic
- ✓ Great Positive Atmosphere
- ✓ Small Town Living
- ✓ People and Organizations working together
- ✓ Friendly
- ✓ Accepting Community
- ✓ Safety
- ✓ Short Commute
- ✓ Strong Medical Facilities
- ✓ Strong Agriculture Economy
- ✓ Strong Manufacturing Industry

Weaknesses of Beatrice, NE (according to interviewees)**:

(In no specific order)

- ✗ Lack of Tourism Draw
- ✗ New Business Engagement
- ✗ Lack of Workforce
- ✗ Lack of Housing

Opportunities (according to interviewees)**:

(In order of most mentioned)

- ✗ Recreation Activities / Family Recreation
- ✗ Sit Down Restaurant or Soup/Sandwich/Lunch Shop
- ✗ Revitalized Downtown
- ✗ Grocery Store (Hy-Vee)
- ✗ Convention Center
- ✗ Housing for Young Families

Source: Core Distinction Group LLC Community Interviews (2017)

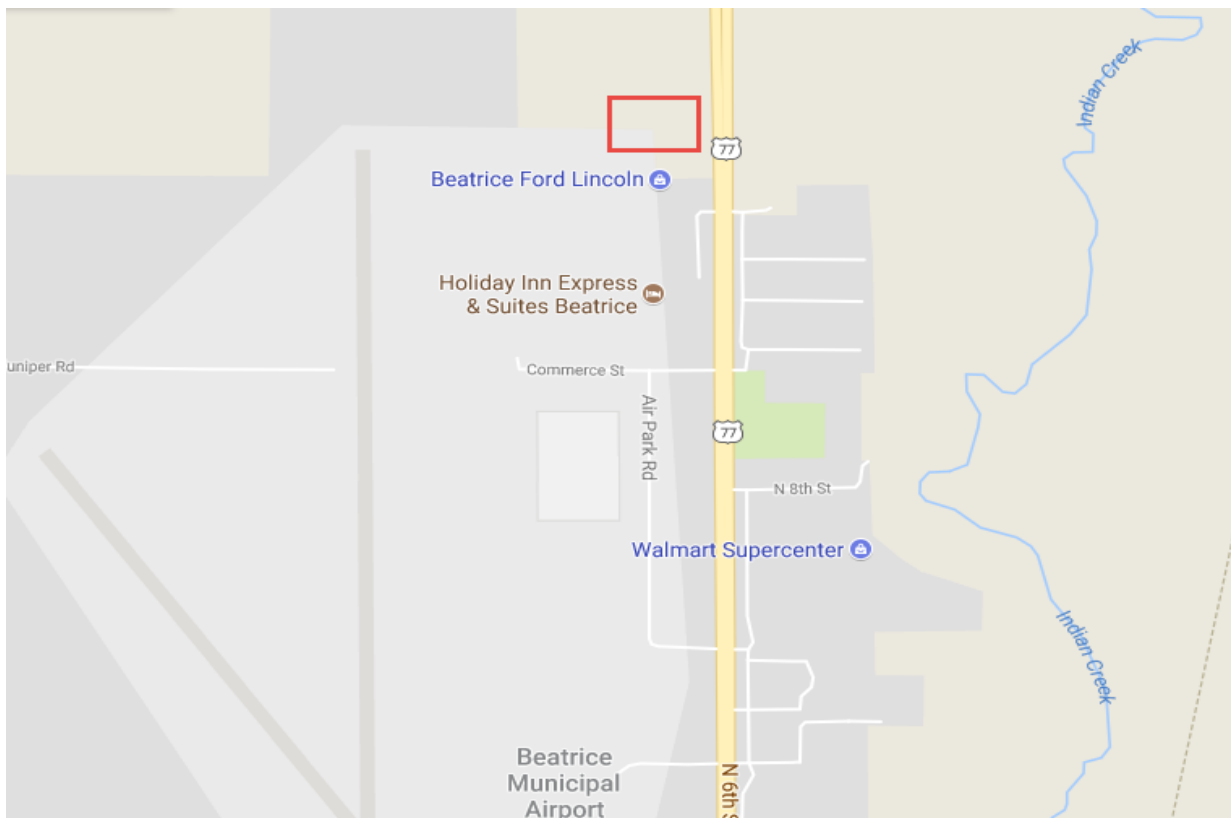
**** The above mentioned listings are not the opinion of Core Distinction Group, LLC yet a compilation of direct feedback by members of the community during our interview process.**



Site Analysis

Subject Site 1 Evaluation (Location Near Airport on 77)					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			100%	40	40

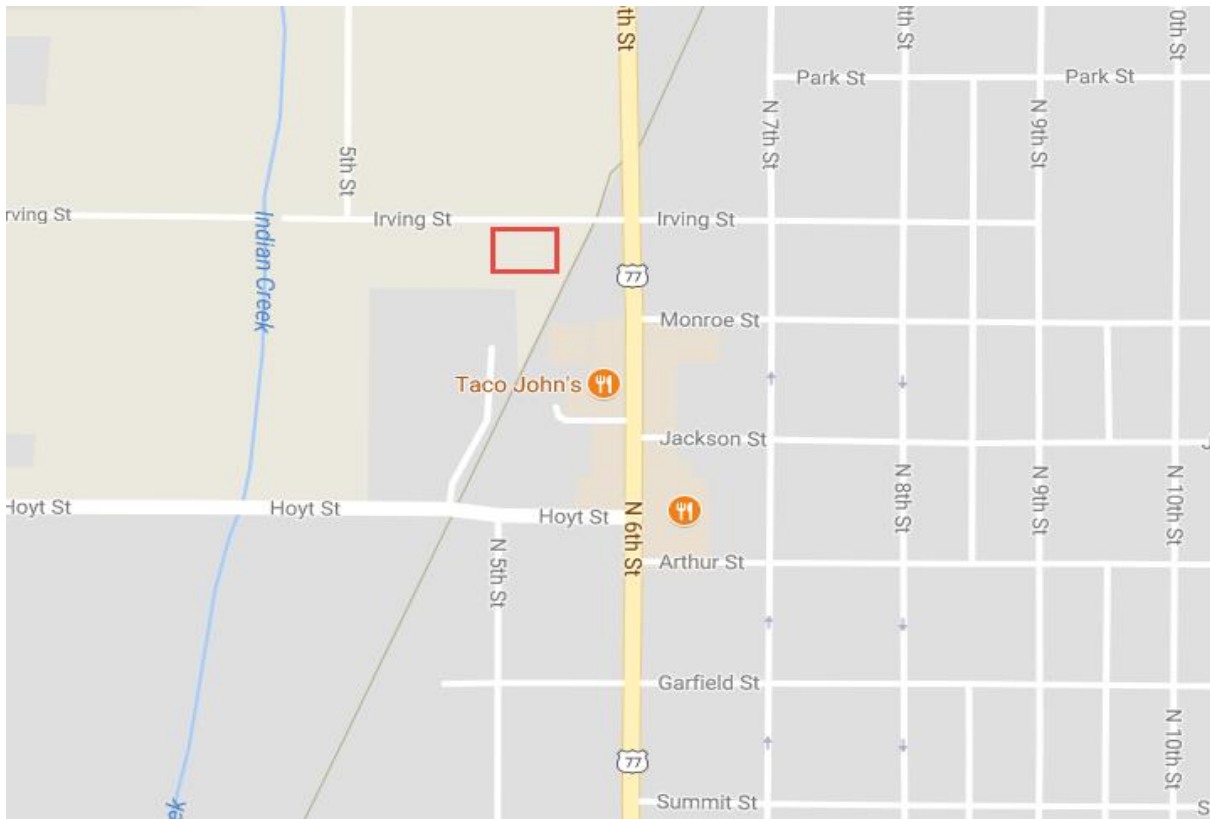
Preparation for this site is somewhat unknown. Wetland, water drainage, seepage or flood plain issues were not directly addressed but they do not appear to be present here. A detailed Environmental Impact study not within the scope of this report. The developer should conduct necessary environmental impact testing to ensure the subject site is in compliance with local ordinances and environmental regulations. Major utilities were reported to be in place in the immediate area including water, sewer, electric, telephone, etc.





Subject Site 2 Evaluation (Redevelopment Site - 77)					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			75%	30	40

Preparation for this site is somewhat unknown. Wetland, water drainage, seepage or flood plain issues were not directly addressed but they do not appear to be present here. A detailed Environmental Impact study not within the scope of this report. The developer should conduct necessary environmental impact testing to ensure the subject site is in compliance with local ordinances and environmental regulations. Major utilities were reported to be in place in the immediate area including water, sewer, electric, telephone, etc.





Subject Site 3 Evaluation (Southwest Community College Area)					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			65%	26	40

Preparation for this site is somewhat unknown. Wetland, water drainage, seepage or flood plain issues were not directly addressed but they do not appear to be present here. A detailed Environmental Impact study not within the scope of this report. The developer should conduct necessary environmental impact testing to ensure the subject site is in compliance with local ordinances and environmental regulations. Major utilities were reported to be in place in the immediate area including water, sewer, electric, telephone, etc.



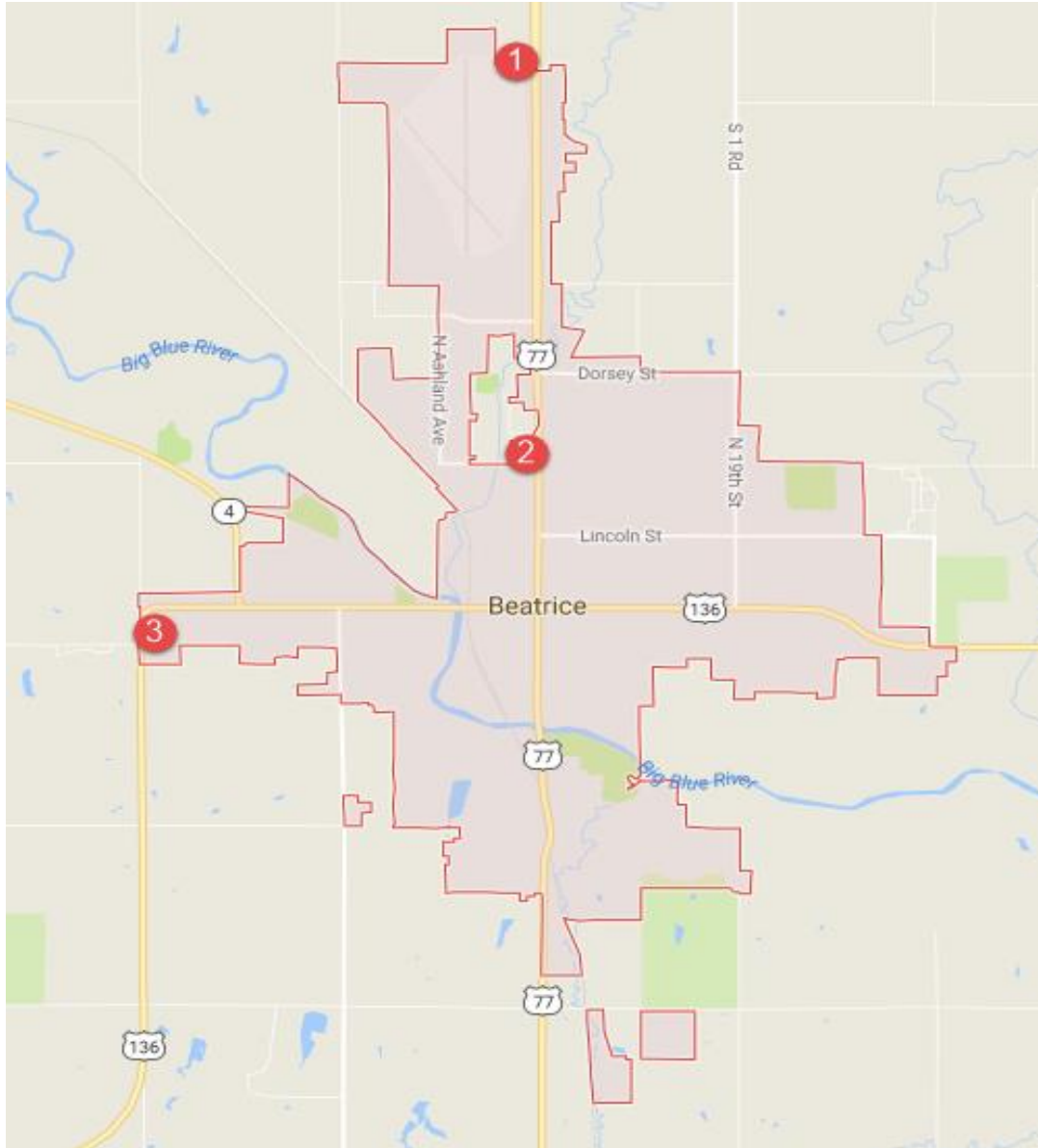


Site Selection Location within Beatrice

Subject Site 1 (Location Near Airport on 77)

Subject Site 2 (Redevelopment Site - 77)

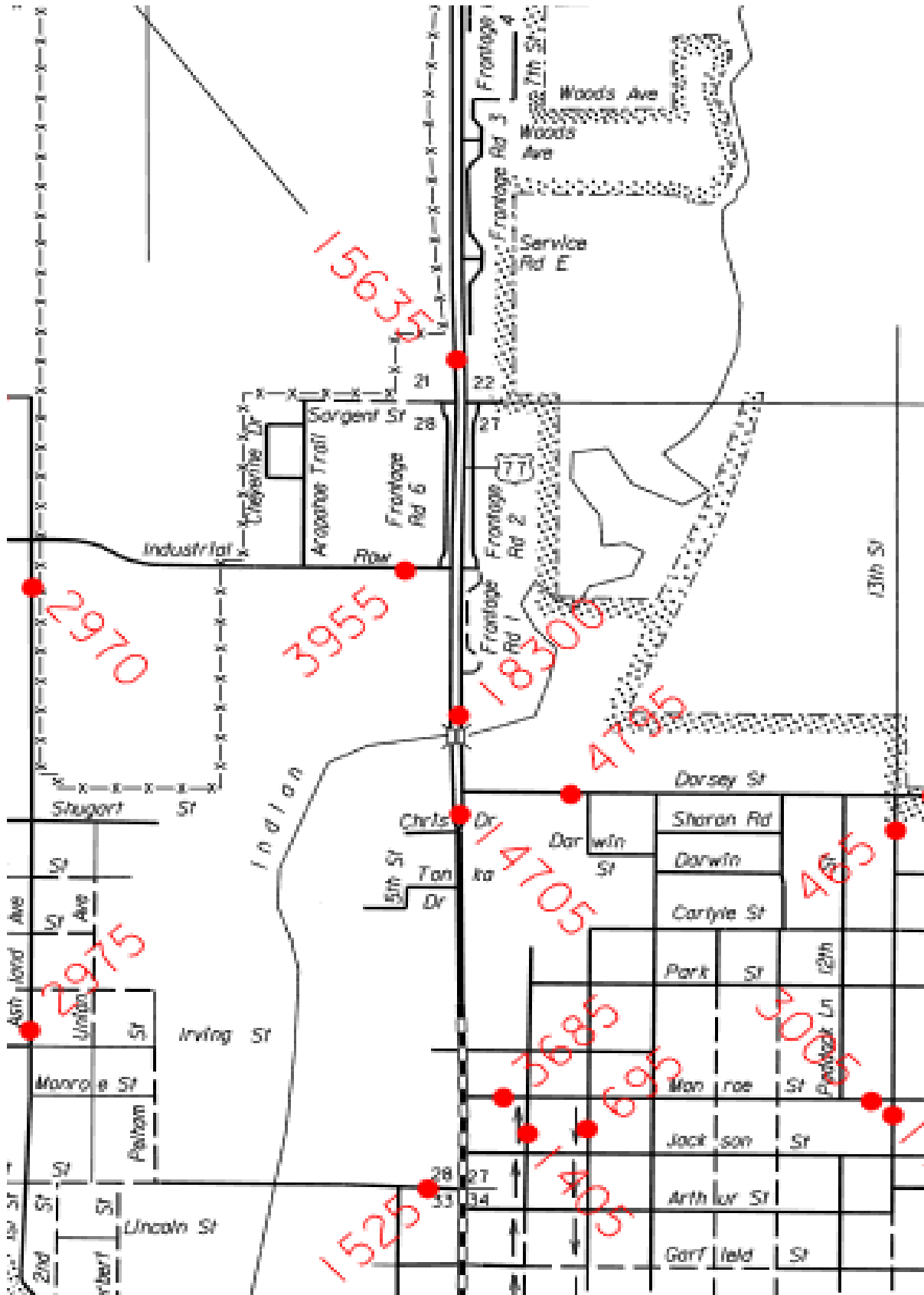
Subject Site 3 (Southwest Community College Area)





Site Analysis

Beatrice, NE Traffic Counts (Enlarged Location)



Source: Nebraska Department of Transportation

Population

Beatrice is a city in and the county seat of Gage County, Nebraska. Its population was 12,459 at the 2010 census.

Beatrice, Nebraska	April 1, 2010		Population Estimate (as of July 1)				
	<i>Census</i>	<i>Estimates Base</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2016</i>	<i>2016</i>
	12,459	12,684	12,354	12,381	12,302	12,403	12,362
2010 Census Data (Including 2016)			Beatrice, NE		Gage County		
Population estimates, July 1, 2016			12,362		21,799		
Population estimates base, April 1, 2010			12,684		22,311		
Population, percent change - April 1, 2010 to July 1, 2016			-2.5%		-2.3%		
Population, Census, April 1, 2010			12,459		22,311		
Persons under 5 years, percent, 2016			6.8%		6.2%		
Persons under 18 years, percent, 2016			22.6%		23.0%		
Persons 65 years and over, percent, 2016			20.4%		19.4%		
Female persons, percent, July 1, 2016			52.2%		50.9%		
White alone, percent, July 1, 2016			96.1%		96.9%		
Black or African American alone, percent, July 1, 2016			0.5%		0.3%		
American Indian and Alaska Native alone, percent, July 1, 2016			0.5%		0.5%		
Asian alone, percent, July 1, 2016			0.6%		0.4%		
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2016			-		-		
Two or More Races, percent, July 1, 2016			1.6%		1.3%		
Hispanic or Latino, percent, July 1, 2016			2.2%		1.7%		
White alone, not Hispanic or Latino, percent, July 1, 2016			95.0%		96.1%		
Housing units, July 1, 2016			6,075		10,446		
Owner-occupied housing unit rate, 2011-2016			61.2%		71.1%		
Median value of owner-occupied housing units, 2010-2014			\$95,500		\$108,300		
Building permits, 2016			-		17		
Travel time to work (min), workers age 16 years+, 2010-2014			15.6		19.8		

Source: US Census Bureau

Effective Buying Income

Households by Income	2015
Median Household Income	\$42,707
Mean Income	\$54,519
<\$10,000	
<\$10,000	7.0%
\$10,000-\$14,999	7.6%
\$15,000-\$24,999	14.5%
\$25,000-\$34,999	12.5%
\$35,000-\$49,999	13.3%
\$50,000-\$74,999	22.0%
\$75,000-\$99,999	11.4%
\$100,000-\$149,999	8.4%
\$150,000-\$199,999	1.6%
\$200,000+	1.6%

Source: U.S. Census Bureau, 2011-2015 5-Year American Community Survey

Workforce/Employment Distribution

Employment leaders in the immediate Beatrice, NE area include:
Healthcare and Social Assistance, Manufacturing, & Retail Trade.

by NAICS Codes (Beatrice, NE)	Percent (%)
Healthcare and Social Assistance	24.98%
Manufacturing	14.27%
Retail Trade	12.11%
Educational Services	7.69%
Construction	5.84%
Public Administration	5.26%
Accommodation and Food Services	5.00%
Other Services, except Public Administration	4.61%
Transportation and Warehousing	3.42%
Agriculture, Forestry, Fishing, and Hunting	3.13%
Wholesale Trade	3.08%
Finance and Insurance	2.47%
Professional, Scientific, and Technical Services	2.14%
Administrative, Support, and Waste Management Services	2.08%
Information	1.23%
Arts, Entertainment, and Recreation	1.04%
Utilities	0.94%
Real Estate, Rental, and Leasing	0.71%

Source: U.S. Census Bureau, 2011-2015 5-Year American Community Survey

Economic Overview









Unemployment

The current unemployment rate for Beatrice is 3.4% in June 2017.

Labor Supply / Wage Pressures

Nebraska's minimum wage is set at \$9.00 (2017). The labor supply is felt to be slightly below average to support a hotel development. The hotel could draw employment from the broad geographic area of Gage County or entice commuting community members to stay closer to home for work. The unemployment levels in the county have the potential to place limitations on labor supply needed for this build. Wage pressures was reported to be a concern in attracting Service employees for a hotel.

Major Highways Gage County

 U.S. Highway 77	 Nebraska Highway 4	 Nebraska Highway 43
 U.S. Highway 136	 Nebraska Highway 8	 Nebraska Highway 103
	 Nebraska Highway 41	 Nebraska Highway 112

Air Transportation

The closest airport is in Beatrice, NE. The closest major airport to Beatrice, Nebraska is Lincoln Airport (LNK). This airport is in Lincoln, Nebraska and is 44 miles from the center of Beatrice, NE.

Lodging Demand

Market Segmentation Projection for Beatrice, NE are as follows:

Area Events & Attractions:	35%
Manufacturing	20%
Health and Social Assistance	20%
SMERF (Social, Military, Education, Religion, and Fraternal):	20%
Social(Weddings/Events)	5%
Military	0%
Education (Sports/Other)	15%
Religious	0%
Fraternal	0%
Local Business Demand:	5%
Total Need:	100%

Identifying which segments have the potential to produce 80 percent of your hotel’s revenue is imperative to the success of developing these segments to ensure hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in Beatrice, NE would be the newest hotel in the immediate regional area and would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed upper midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand identified for this market.

Source: Core Distinction Group LLC

Events (Beatrice, NE & Surrounding Area Overflow) (The events listed below are demand generators for leisure transient business)	
January:	Winter Festival of Prairie Cultures, Annual Homestead Film Festival
February:	Hoopla Youth Basketball Tournament, Annual Homestead Film Festival
March:	Beatrice Speedway - Spring Nationals
April:	National Park Week, Beatrice Speedway Races, Softball/Baseball Tournaments on Weekends
May:	Beatrice Speedway Races, Memorial Day Weekend Monumental Fiddling Championship, Softball/Baseball Tournaments on Weekends
June:	Pickrell Picnic - Weekend Event, Homestead Days Celebration, Adams 4th of July Celebration, Beatrice Speedway Races, Sam Wymore Days, Cortland Fest, Softball/Baseball Tournaments on Weekends
July:	Gage County Fair & Expo, Beatrice Speedway Races, Beatrice Bullet Classic (two weekends), Softball/Baseball Tournaments on Weekends
August:	Beatrice Speedway Races, Czech Days
September:	Beatrice Speedway Races (Fall Nationals), Labor Day Weekend Living History Weekend
October:	Oktoberfest, Governors Pheasant Hunt, Homestead Hedge Apple Festival, Harvest Festival, NGP Downtown
November:	Governors Pheasant Hunt
December:	Holiday Parade
Misc.:	

Area/Regional Attractions:

Homestead National Monument of America - The world was forever changed by the Homestead Act of 1862. Come learn about the impacts the Homestead Act had on the United States and the world. Bring your family and friends and experience the monument's unique features including the award winning Heritage Center, the Palmer-Epard Cabin, a 100 acre tall grass prairie, the Education Center, and the Freeman School. There is no entrance fee; also all programs and events are free. At the Heritage Center explore the state of the art museum and see the highly acclaimed film "Land of Dreams: Homesteading America". Walk through the Palmer-Epard Cabin and Freeman School; built over 130 years ago, they offer visitors a firsthand experience of frontier life. Follow the footsteps of homesteaders on the nearly three miles of trails that wind through the 100 acre restored tallgrass prairie. Visit the Education Center's special exhibitions and Farm Implement Room that showcases the tools homesteaders relied on for improving their land. Participate in living history demonstrations daily from Memorial Day through Labor Day. Special events are offered through the year.

Gage County Historical Society and Museum is housed in the Burlington Railroad Depot Passenger Station built in 1906. The depot was presented to the Gage County Historical Society by the Burlington Northern Railroad in 1973. The Museum is listed on the National Register of Historic Places. The Museum's displays include People, Railroads, Industry, Medical, and Agricultural history of Gage County. These displays can be viewed year round! The Society has an experienced staff to guide genealogists in finding those lost Gage County relatives. The Society's collection includes obituaries, county history books, cemetery and marriage records, photographs, numerous newspaper articles and a whole host of other possible options.

Nebraska Baseball Hall of Fame - Creating a permanent home for its inductees that was opened in February of 2012. It is currently in Phase II of a three phased construction project. It features players who were outstanding in their semi-professional, town team, and college baseball careers. Several of these players eventually reached the Major Leagues. Pictures of players, umpires, and managers adorn the walls; and the display cases are filled with memorabilia, artifacts, and significant photos and articles dating back as far as 1916. The collection may be viewed by appointment at this time.

Area/Regional Attractions:

The Great Plains Welsh Heritage Project is based in Wymore, Nebraska. Come visit our museum, 307 Seventh St. in Wymore, Nebraska, USA, where we maintain many Welsh heritage artifacts. Our Welsh garden is a relaxing and tranquil setting for enjoying the outdoors. We host several events throughout the year to preserve and promote Welsh American heritage of Nebraska and the Great Plains. Check our Home Page for upcoming activities. As a service to Welsh Americans, we provide archival space for historical documents related to Welsh American heritage. To assist with your genealogical research, we provide look-ups and translations of Y Drych (The Mirror), a Welsh American newspaper published in the United States.

Hunting - Beatrice and the surrounding areas offer ample hunting activities. The area is home of the Arrowhead Wildlife Management Area (hunting of deer, dove, pheasant, quail, rabbit and waterfowl on more than 320 acres), Club Creek Hunting; hunting pheasant and whitetail deer on more than 800 acres of prime hunting ground.

Beatrice Speedway has great dirt track racing on a 1/3 mile oval track. The season opens up in 2017 with Spring Nationals, March 10 - 11. Starting May - August, racing will be held each Friday night, with some exclusions. The track is IMCA (International Motor Car Association) sanctioned, racing IMCA Modified; Sport Modified; Stock; Hobby and Sport Compact Classes. Gage County Fair also is host to great racing fun, including Trailer Races. The season ends the end of September, with September Fest.

Beatrice Bullets Baseball Organization - Provides opportunities for young players. The Beatrice Bullets are committed to providing a quality select baseball program for Beatrice youth. The Beatrice Bullets mission is to provide a positive, competitive environment for boys, ages 8-14, to learn the fundamentals, sportsmanship and skills needed to reach their individual potential. The organization offers 10 team experiences and hosts a very large tournament each year that attract teams from all over the state.

Schedule

2017 Beatrice Speedway Racing Schedule

MARCH 2017

Spring Nationals

Thursday, March 9th (Practice Night)

Friday, March 10th

Saturday, March 11th

*Weather Date of March 16th-18th



APRIL 2017

April, 22nd | Test and Tune

REGULAR RACING SEASON (May – August)

Regular racing season includes, IMCA Modified, IMCA Sport Mod, IMCA Hobby, IMCA Stock, and IMCA Sport Compact

MAY 2017

Friday, May 5th | Season Opener + Ken Schrader Night at the Races

Friday, May 12th | NO RACING – Beatrice Graduation

Friday, May 19th | Budweiser Night at the Races

Friday, May 26th

JUNE 2017

Friday, June 2nd

Friday, June 9th

Friday, June 16th | Valvoline Night + Kids Car Rides | **Kids 11 and under are FREE!**

Friday, June 23rd | Homestead Days Fireworks **\$5 Admission for all!! Kids 5 and under are FREE!**

Friday, June 30th

JULY 2017

Friday, July 7th | Kids Bike Races | **Kids 11 and under are FREE!**

Friday, July 14th | Godfathers Night at the Races

Friday, July 21st | Budweiser Night at the Races

Saturday, July 29th | Gage County Fair Eve of Destruction/Rollover/Kids Power Wheels Derby

Sunday, July 30th | Gage County Fair IMCA Races (All Classes increased purses) | Twin Rivers

AUGUST 2017

Friday, August 4th | Valvoline Night + Kids Night with Coin Toss and MSCRA | **Kids 11 and under are FREE!**

Friday, August 11th | Mod Mania \$1000 win Mods \$500 to win Sport Mods

Friday, August 18th | Season Championship Black Out Event + GOTRA Cars

SEPTEMBER 2017

Septemberfest

Thursday, September 21st (Practice Night)

Friday, September 22nd

Saturday, September 23rd

In speaking with representatives from several community leaders in regards to lodging need in Beatrice, there is an overall consensus that there is a need or new lodging in the area. This need is largely due to the extensive economic development and expansion over the past few years. Core Distinction Group worked with the following community leaders to analyze thier need:

Demand Generators	Need
Butler Agriculture	Their need consists of weekday stays once or twice a month for two to three nights that week. In addition, long-term lodging need occurs a few times a year for interns needing accommodations up to 8 weeks at a time.
Southeast Community College	The college indicated a need for lodging between August and May each year for traveling teams that participate in intercollegiate athletic events.
Griffiths-Hovendick Chapel	The facility conducts, an average of six funeral services per month. In addition, they have a need for personel lodging once a month. There are two additional funeral homes in the community as well.
Clabaugh Pharmacy	They have need twice a month during the week for vendors.
R.L Tiemann Construction	They have need for rooms a few times a year.
Precise Fabrication	The facility has need aproximatly six times a year for fifteen to twenty people. This need is usually for one to two niggths during the week.
Security First Bank	They have lodging need four times a year for seven to eight auditors that stay for three to four nights. They also have need for hosting around three hundred people each year in a meeting setting.
Nebraska Department of Health and Human Services	They indicated a long-term lodging need for interns throughout the year. In addition, the facilit has over a hundred residence that have visitors each year.
The Kensington	They indicated that they have fifty-eight apartements as well as two rooms onsite for visiting families.
Beatrice Municipal Airport	They indicated a need for lodging on a daily basis. The airport conducts, an average of 10,000 operations a year and offers two crew cars that are utilized year day.
Gage County Tourism	They indicated a large need for lodging during the many events in the area (see Lodging Demand).
Beatrice Bullets Baseball Association	They indicated a need for lodging for two weekends in June and two weekends in the Fall. Their large tournaments host fifteen to twenty teams each. The organization also hosts State Baseball Divisional Playoffs. In addition to baseball, softball tournaments are active throughout the Spring and Summer.

Demand Generators	Need
Pinnacle Bank	They have need for lodging five times a year, during the week for people coming from their corporate office. They also have need for meeting space.
Main Street Beatrice	They have need for lodging in June for Rib Fest and November for the Governor's Pheasant Hunt.
Beatrice School District	They have need for lodging during Homecoming, Graduation and for Class Reunions. They also have some teams that travel as far as Scottsbluff for competitions.
Mosaic	They have need for families visiting their 60 or so residents each year.
Beatrice Chamber of Commerce	They indicated a need for long-term lodging facilities.
Gage County Board	They indicated a need for the many companies the come to the area on work contracted by the county. Much of this need is as long as two months.
Homestead National Monument of America	They see over 87,000 Recreational Visitors per year.
Nebraska Department of Labor	They have need for lodging once a year, five rooms for two nights. They also feel that a meeting space is needed.
Beatrice Community Hospital	They have need for vendors, on-call staff, patient families and consultants. This occurs at least once a month. In addition, the hospital offers temporary full-time clinical staff that stay from 2 weeks to 3 months at a time.
Koch	They have need throughout the year but their major need is during their "turnarounds". They bring in hundreds of contractors that stay from 10 days to 70 days once every two years. In addition, they have need for meeting space.
Exmark	They have need for lodging throughout the year, multiple times a month for visitors. In addition, twice a year, they have need for 15 to 20 rooms for 3 to 4 nights and a meeting space. They also offer short term housing for new hires up to 60 nights.
Classics (Beatrice Country Club)	They indicated a need for lodging fifteen to twenty times a year for the weddings they host.
Colleen's Catering	They are in the process of refurbishing a downtown building to offer event space for around 400 people. They will need lodging most weekends for their hosted events.

Source: Core Distinction Group LLC Community Interviews (2017)

Competitive Hotel Properties Regional

STR Competitive Hotel Rates Quoted (September 2017)					Peak Season	
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Holiday Inn Express Beatrice	70	\$135	\$135	\$119	Jun-99	Upper Midscale
AmericInn Lodge Lincoln South	57	\$90	\$90	\$95	Dec-07	Midscale
Econo Lodge Beatrice	39	\$59	\$59	\$56	Aug-79	Economy
Super 8 Crete	39	\$82	\$82	\$83	Nov-99	Economy
AVERAGE DAILY ROOM RATE QUOTED:		\$92	\$92	\$88	140%	
% of Rate in Beatrice, NE vs. Comp Set Rates:		145%	145%	135%		
Projected Rate in Beatrice, NE vs. Comp Set Rates:		\$135	\$135	\$119		

Non Reporting Beatrice, NE Hotel Rates Quoted (September 2017)					Peak Season	
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Capri Inn	61	\$57	\$59	\$57	Apr-98	Independent
Victorian Inn	30	\$60	\$60	\$70	Jun-60	Independent
Travelers Lodge	40	\$54	\$54	\$54	Jun-67	Independent
AVERAGE DAILY ROOM RATE QUOTED:		\$57	\$58	\$60	220%	
% of Rate in Beatrice, NE vs. Comp Set Rates:		235%	235%	200%		
Projected Rate in Beatrice, NE vs. Comp Set Rates:		\$134	\$136	\$121		

Room Rate Competition Comparison/Review PEAK Season:	Average Rate	Yield	Probable Rate
Upper Midscale STR Comp Set Lodging Average Rates:	\$135	100%	\$135
Midscale STR Comp Set Lodging Average Rates:	\$90	150%	\$135
Economy STR Comp Set Lodging Average Rates:	\$69	200%	\$138
Local Independent Motels Lodging Average Rates:	\$57	230%	\$131

Lodging Supply

STR Competitive Hotel Rates Quoted (January 2018)					Low Season	
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Holiday Inn Express Beatrice	70	\$112	\$112	\$112	Jun-99	Upper Midscale
AmericInn Lodge Lincoln South	57	\$90	\$90	\$95	Dec-07	Midscale
Econo Lodge Beatrice	39	\$54	\$54	\$54	Aug-79	Economy
Super 8 Crete	39	ND	ND	ND	Nov-99	Economy
AVERAGE DAILY ROOM RATE QUOTED:		\$85	\$85	\$87.00	125%	
% of Rate in Beatrice, NE vs. Comp Set Rates:		125%	125%	125%		
Projected Rate in Beatrice, NE vs. Comp Set Rates:		\$109	\$109	\$109		

Non Reporting Beatrice, NE Hotel Rates Quoted (January 2018)					Low Season	
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Capri Inn	61	\$57	\$59	\$59	Apr-98	Independent
Victorian Inn	30	\$60	\$60	\$60	Jun-60	Independent
Travelers Lodge	40	\$43	\$43	\$43	Jun-67	Independent
AVERAGE DAILY ROOM RATE QUOTED:		\$53	\$54	\$54	200%	
% of Rate in Beatrice, NE vs. Comp Set Rates:		200%	200%	200%		
Projected Rate in Beatrice, NE vs. Comp Set Rates:		\$107	\$108	\$108		

Room Rate Competition Comparison/Review PEAK Season:

	Average Rate	Yield	Probable Rate
Upper Midscale STR Comp Set Lodging Average Rates:	\$112	97%	\$109
Midscale STR Comp Set Lodging Average Rates:	\$90	120%	\$108
Economy STR Comp Set Lodging Average Rates:	\$54	200%	\$108
Local Independent Motels Lodging Average Rates:	\$54	200%	\$108

Lodging Supply

Competitive Hotels	
Primary Competitive Hotels	# of Rooms
Holiday Inn Express Beatrice	70
Econo Lodge Beatrice	39
Super 8 Crete	39
AmericInn Lodge Lincoln South	57
Grand Total:	205
Average Room Count:	51

Source: STR / Core Distinction Group, LLC

The primary competitors are expected to be the hotels in the regional market shown above. Based on STR data provided the following table summarizes the historical trends in occupancy and rates for the competitive supply in the past five years.

Historical Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				<i>(Growth/Decline)</i>	
2012	49.7%	37,209	\$77.39	4.5%	\$5.39
2013	51.4%	38,449	\$76.61	1.7%	(\$0.78)
2014	50.7%	37,942	\$83.18	-0.7%	\$6.57
2015	62.4%	46,701	\$83.48	11.7%	\$0.30
2016	57.6%	43,102	\$88.17	-4.8%	\$4.69

Source: STR / Core Distinction Group, LLC

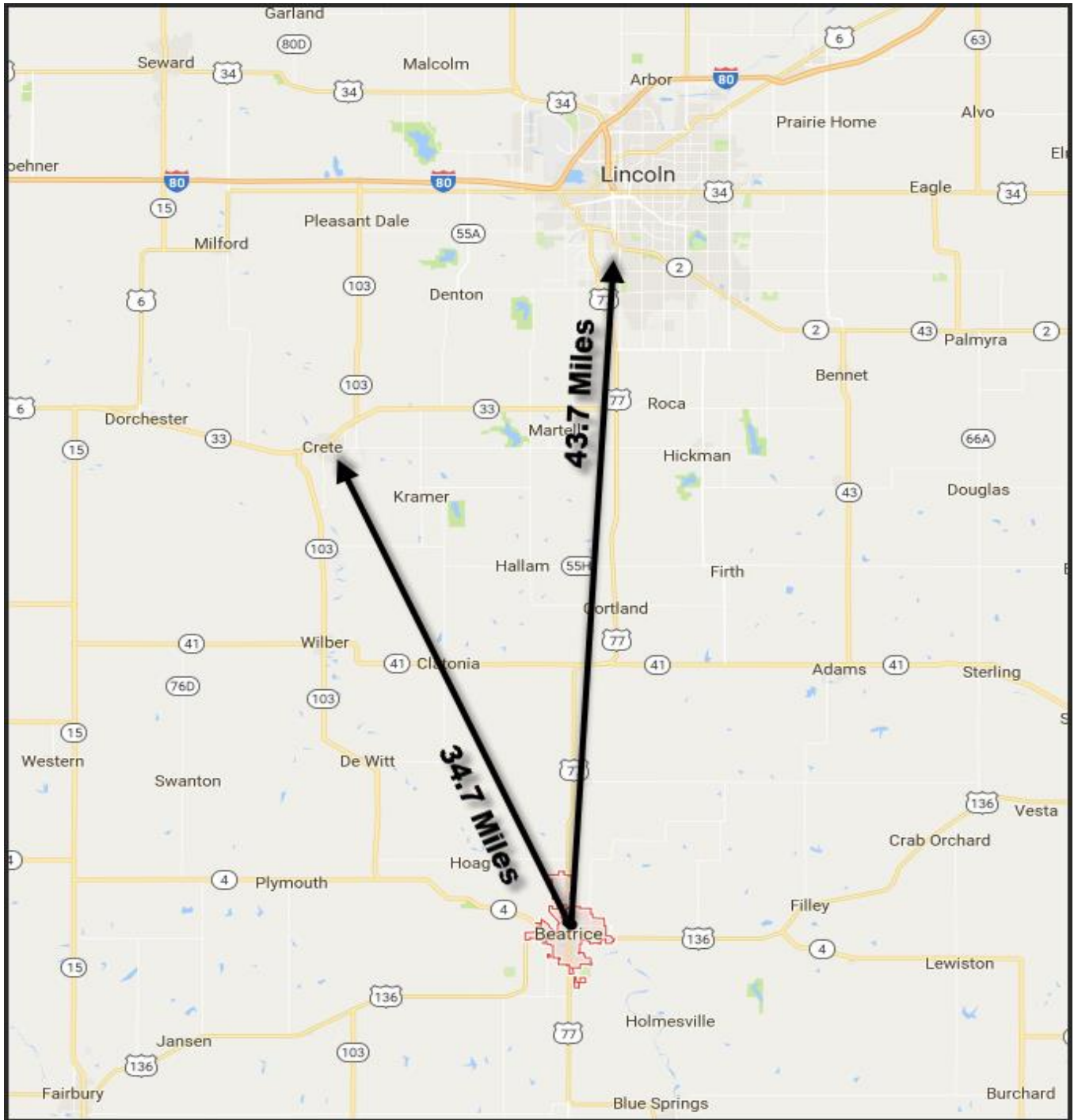
Based on STR data provided the following table summarizes the projected occupancy and rates for the competitive supply in the upcoming three years.

Projected Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				<i>(Growth/Decline)</i>	
2017	51.9%	38,834	\$89.05	-5.7%	\$0.88
2018	55.0%	41,154	\$90.83	3.1%	\$1.78
2019	57.0%	42,650	\$95.37	2.0%	\$4.54

Source: Core Distinction Group, LLC



STR Competitive Set Surveyed Regional Lodging



Holiday Inn Express Beatrice



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>70</i>	<i>3</i>	<i>June-99</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>Managers Reception</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Indoor</i>	<i>Microwave/Refrigerators</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#2 of 5 in Beatrice</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Service Animals Only</i>

We are now 100% Smoke Free! The Holiday Inn Express Hotel & Suites Beatrice is located 40 miles south of Lincoln on hwy 77. Beatrice is home of the Homestead National Monument, Homestead Days, Beatrice Speedway, Beatrice Country Club, Big Blue Water Park, Community Players Theatre and many other area attractions. Beatrice Industrial Park is close by which includes, Exmark, Blue Valley Automation, and NEAPCO. A short drive north on Hwy 77 will get you to Lincoln for South Pointe Pavilion shopping, Memorial Stadium, University of Nebraska, Lincoln Children's Museum just to name a few. The Holiday Inn Express Hotel & Suites of Beatrice is designed with the Stay Smart traveler in mind offering travelers a comfortable and affordable stay. Our suites feature a separate bedroom with king sized bed and some include a whirlpool bath. Relax in our refreshing heated indoor pool and a well-equipped fitness center. Start your morning in the Great Room with a complimentary newspaper and delicious Smart Start breakfast bar while relaxing by the fire. Monday thru Thursday join us for our complimentary Managers Reception from 5:00 PM - 7:00 PM with complimentary drinks and hors d'oeuvres.

Source: ihg.com

Econo Lodge Beatrice



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>39</i>	<i>2</i>	<i>December-03</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>Nearby</i>	<i>Nearby</i>
Pool	Spa	Kitchenettes
<i>No</i>	<i>No</i>	<i>No</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>No</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>#4 of 5 in Beatrice</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Pet Friendly</i>

Conveniently located off Highway 77, this pet-friendly Beatrice discount hotel gives you easy access to other local sites, activities and attractions, such as the Beatrice Municipal Airport. The Econolodge offers breakfast, Wi-Fi, coffee, copy services and cold weather hook-ups. When you're ready to settle in for the night, our spacious guest rooms feature refrigerators, microwaves and coffee makers, along with free premium movie channels and more! Make travel a little easier on everyone by staying at our Econo Lodge. Beatrice hotels like ours are an easy stop on the road where you can find a great place to stay, all at a reasonable rate.

Source: choicehotels.com

Super 8 Crete



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>39</i>	<i>2</i>	<i>November-99</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Yes</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>No</i>	<i>No</i>	<i>Microwave/Fridge All Rooms</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>No</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Yes</i>	<i>No</i>	<i>#2 of 2 in Crete</i>
Parking	Smoking/Non-Smoking	Pets
<i>Yes</i>	<i>Non-Smoking</i>	<i>Pet Friendly</i>

Convenient location at the junction of Highways 33 and 103 makes it easy to reach popular area attractions like Tuxedo Park. Book a whirlpool suite and unwind after a long day on the road. In the morning, fuel up with our free 8-item SuperStart breakfast and connect to free Wi-Fi. Free parking for your truck, bus, or RV makes it easy to come and go. Each room features a microwave and refrigerator, and guest laundry facilities are available.

Source: wynnbamhotels.com

AmericInn Lodge Lincoln South



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>57</i>	<i>3</i>	<i>December-07</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Yes</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>Yes</i>	<i>No</i>	<i>Micro Fridge/Microwaves</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Yes</i>	<i>Yes</i>	<i>#31 of 61 in Lincoln</i>
Parking	Smoking/Non-Smoking	Pets
<i>Yes</i>	<i>Non-Smoking</i>	<i>Pet Friendly</i>

The AmericInn Lodge & Suites Lincoln South, Nebraska is an ideal location for your next stay, whether you're traveling for business or pleasure. We are proud to provide the amenities you want most and deliver them at the highest level possible starting with comfortable, quieter guestrooms. The Lincoln South hotel offers a variety of room types including suites with whirlpools. Wake up each morning to our free, hot, home-style AmericInn Perk breakfast and stay connected with free, hotel-wide, high-speed internet. Guests also enjoy our inviting, indoor pool and hot tub.

The AmericInn Lincoln hotel conveniently located in Southeast Lincoln, Nebraska. Lincoln is the proud home of Nebraska's State Capitol, an amazing place to discover many interesting and exciting historical facts on the Cornhusker state.

Source: americinn.com



Trend # 907629_SADIM / Created August 22, 2017

Trend Report - Beatrice, NE Area Selected Properties

January 2011 to July 2017 Currency : USD - US Dollar

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Tab 2 - Data by Measure



Beatrice, NE Area Selected Properties

Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

Occupancy (%)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2011	27.2	29.3	48.7	41.1	49.5	57.2	58.6	53.0	49.0	47.6	46.6	33.3	45.2	44.7
2012	32.9	38.7	49.0	45.6	48.3	61.3	58.6	77.5	52.8	53.1	46.8	31.5	49.7	47.8
2013	31.5	35.8	47.4	41.5	52.6	65.6	61.0	63.0	62.9	59.4	59.5	35.7	51.4	48.0
2014	32.8	37.5	38.6	50.2	59.5	66.5	64.1	66.8	54.8	52.4	45.5	39.0	50.7	50.0
2015	35.5	38.6	55.8	65.0	64.7	74.2	73.3	79.2	75.5	68.3	61.0	56.5	62.4	58.3
2016	57.2	61.1	58.8	55.3	54.0	65.8	64.9	59.4	64.0	62.1	52.7	36.5	57.6	59.5
2017	29.5	44.9	48.1	43.6	47.1	60.5	59.5							47.6
Avg	35.2	40.8	49.5	48.9	53.7	64.4	62.9	66.5	59.8	57.1	52.0	38.7	52.8	50.9

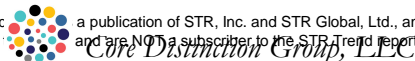
ADR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2011	68.43	68.71	70.31	71.72	73.52	71.71	71.23	72.97	72.89	75.46	72.65	71.39	72.01	71.14
2012	73.68	76.58	77.78	77.02	74.73	79.29	77.28	76.02	80.05	78.06	80.03	76.90	77.39	76.87
2013	76.19	75.45	78.24	76.81	76.61	78.55	77.36	76.15	75.36	75.86	76.46	75.38	76.61	77.23
2014	74.79	80.94	87.85	77.80	81.41	87.81	80.04	84.86	87.82	85.64	84.87	80.10	83.18	81.89
2015	77.55	82.04	85.87	78.96	87.00	86.28	86.62	86.64	85.12	82.92	83.26	73.42	83.48	84.10
2016	77.08	81.07	87.60	90.73	94.14	96.53	93.06	86.82	91.82	85.63	87.12	83.11	88.17	88.78
2017	79.92	82.48	89.86	86.31	92.27	98.52	87.15							88.99
Avg	75.66	78.83	82.56	80.24	82.99	85.72	82.10	80.84	82.60	80.82	80.78	76.54	80.58	81.70

RevPAR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2011	18.62	20.10	34.24	29.50	36.40	41.00	41.75	38.66	35.74	35.92	33.83	23.80	32.54	31.79
2012	24.21	29.60	38.08	35.09	36.09	48.60	45.32	58.92	42.29	41.43	37.45	24.19	38.49	36.76
2013	24.02	27.04	37.08	31.87	40.29	51.51	47.19	47.95	47.39	45.05	45.53	26.90	39.37	37.10
2014	24.56	30.39	33.88	39.04	48.41	58.38	51.32	56.69	48.15	44.88	38.60	31.21	42.18	40.93
2015	27.53	31.65	47.89	51.31	56.28	64.03	63.49	68.63	64.29	56.62	50.77	41.48	52.10	49.04
2016	44.09	49.51	51.50	50.22	50.82	63.51	60.37	51.59	58.75	53.15	45.95	30.37	50.79	52.87
2017	23.58	37.00	43.24	37.60	43.44	59.63	51.85							42.35
Avg	26.66	32.18	40.84	39.23	44.53	55.23	51.61	53.74	49.44	46.17	42.02	29.66	42.58	41.55

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2011	6,355	5,740	6,355	6,150	6,355	6,150	6,355	6,355	6,150	6,355	6,150	6,355	74,825	43,460
2012	6,355	5,740	6,355	6,150	6,355	6,150	6,355	6,355	6,150	6,355	6,150	6,355	74,825	43,460
2013	6,355	5,740	6,355	6,150	6,355	6,150	6,355	6,355	6,150	6,355	6,150	6,355	74,825	43,460
2014	6,355	5,740	6,355	6,150	6,355	6,150	6,355	6,355	6,150	6,355	6,150	6,355	74,825	43,460
2015	6,355	5,740	6,355	6,150	6,355	6,150	6,355	6,355	6,150	6,355	6,150	6,355	74,825	43,460
2016	6,355	5,740	6,355	6,150	6,355	6,150	6,355	6,355	6,150	6,355	6,150	6,355	74,825	43,460
2017	6,355	5,740	6,355	6,150	6,355	6,150	6,355							43,460
Avg	6,355	5,740	6,355	6,150	6,355	6,150	6,355	6,355	6,150	6,355	6,150	6,355	74,825	43,460

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2011	1,729	1,679	3,095	2,530	3,146	3,516	3,725	3,367	3,016	3,025	2,864	2,119	33,811	19,420
2012	2,088	2,219	3,111	2,802	3,069	3,769	3,727	4,925	3,249	3,373	2,878	1,999	37,209	20,785
2013	2,004	2,057	3,012	2,552	3,342	4,033	3,877	4,001	3,867	3,774	3,662	2,268	38,449	20,877
2014	2,087	2,155	2,451	3,086	3,779	4,089	4,075	4,245	3,372	3,330	2,797	2,476	37,942	21,722
2015	2,256	2,214	3,544	3,996	4,111	4,564	4,658	5,034	4,645	4,339	3,750	3,590	46,701	25,343
2016	3,635	3,505	3,736	3,404	3,431	4,046	4,123	3,776	3,935	3,945	3,244	2,322	43,102	25,880
2017	1,875	2,575	3,058	2,679	2,992	3,722	3,781							20,682
Avg	2,239	2,343	3,144	3,007	3,410	3,963	3,995	4,225	3,681	3,631	3,199	2,462	39,536	22,101

Revenue (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2011	118,312	115,367	217,595	181,443	231,309	252,123	265,333	245,687	219,826	228,252	208,066	151,279	2,434,592	1,381,482
2012	153,851	169,929	241,988	215,819	229,349	298,860	288,008	374,410	260,095	263,309	230,338	153,718	2,879,674	1,597,804
2013	152,675	155,192	235,672	196,014	256,032	316,778	299,915	304,693	291,418	286,297	280,004	170,958	2,945,648	1,612,278
2014	156,091	174,422	215,318	240,106	307,630	359,055	326,158	360,245	296,144	285,192	237,383	198,326	3,156,070	1,778,780
2015	174,963	181,647	304,328	315,533	357,652	393,779	403,472	436,140	395,364	359,794	312,229	263,584	3,898,485	2,131,374
2016	280,192	284,165	327,284	308,846	322,979	390,569	383,677	327,837	361,313	337,798	282,606	192,993	3,800,259	2,297,712
2017	149,856	212,396	274,797	231,230	276,077	366,700	329,514							1,840,570
Avg	169,420	184,731	259,569	241,284	283,004	339,695	328,011	341,502	304,027	293,440	258,438	188,476	3,185,788	1,805,714



Tab 3 - Percent Change from Previous Year - Detail by Measure

Beatrice, NE Area Selected Properties

Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2012	20.8	32.2	0.5	10.8	-2.4	7.2	0.1	46.3	7.7	11.5	0.5	-5.7	10.0	7.0
2013	-4.0	-7.3	-3.2	-8.9	8.9	7.0	4.0	-18.8	19.0	11.9	27.2	13.5	3.3	0.4
2014	4.1	4.8	-18.6	20.9	13.1	1.4	5.1	6.1	-12.8	-11.8	-23.6	9.2	-1.3	4.0
2015	8.1	2.7	44.6	29.5	8.8	11.6	14.3	18.6	37.8	30.3	34.1	45.0	23.1	16.7
2016	61.1	58.3	5.4	-14.8	-16.5	-11.3	-11.5	-25.0	-15.3	-9.1	-13.5	-35.3	-7.7	2.1
2017	-48.4	-26.5	-18.1	-21.3	-12.8	-8.0	-8.3							-20.1
Avg	6.9	10.7	1.8	2.7	-0.2	1.3	0.6	5.4	7.3	6.6	4.9	5.3	5.5	1.7

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2012	7.7	11.4	10.6	7.4	1.6	10.6	8.5	4.2	9.8	3.5	10.2	7.7	7.5	8.1
2013	3.4	-1.5	0.6	-0.3	2.5	-0.9	0.1	0.2	-5.9	-2.8	-4.5	-2.0	-1.0	0.5
2014	-1.8	7.3	12.3	1.3	6.3	11.8	3.5	11.4	16.5	12.9	11.0	6.3	8.6	6.0
2015	3.7	1.4	-2.3	1.5	6.9	-1.7	8.2	2.1	-3.1	-3.2	-1.9	-8.3	0.4	2.7
2016	-0.6	-1.2	2.0	14.9	8.2	11.9	7.4	0.2	7.9	3.3	4.6	13.2	5.6	5.6
2017	3.7	1.7	2.6	-4.9	-2.0	2.1	-6.3							0.2
Avg	2.7	3.2	4.3	3.3	3.9	5.6	3.6	3.6	5.1	2.7	3.9	3.4	4.2	3.8

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2012	30.0	47.3	11.2	18.9	-0.8	18.5	8.5	52.4	18.3	15.4	10.7	1.6	18.3	15.7
2013	-0.8	-8.7	-2.6	-9.2	11.6	6.0	4.1	-18.6	12.0	8.7	21.6	11.2	2.3	0.9
2014	2.2	12.4	-8.6	22.5	20.2	13.3	8.8	18.2	1.6	-0.4	-15.2	16.0	7.1	10.3
2015	12.1	4.1	41.3	31.4	16.3	9.7	23.7	21.1	33.5	26.2	31.5	32.9	23.5	19.8
2016	60.1	56.4	7.5	-2.1	-9.7	-0.8	-4.9	-24.8	-8.6	-6.1	-9.5	-26.8	-2.5	7.8
2017	-46.5	-25.3	-16.0	-25.1	-14.5	-6.1	-14.1							-19.9
Avg	9.5	14.4	5.5	6.1	3.8	6.8	4.4	9.6	11.4	8.7	7.8	7.0	9.7	5.8

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2012	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2013	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2014	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2015	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2016	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2017	0.0	0.0	0.0	0.0	0.0	0.0	0.0							0.0
Avg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2012	20.8	32.2	0.5	10.8	-2.4	7.2	0.1	46.3	7.7	11.5	0.5	-5.7	10.0	7.0
2013	-4.0	-7.3	-3.2	-8.9	8.9	7.0	4.0	-18.8	19.0	11.9	27.2	13.5	3.3	0.4
2014	4.1	4.8	-18.6	20.9	13.1	1.4	5.1	6.1	-12.8	-11.8	-23.6	9.2	-1.3	4.0
2015	8.1	2.7	44.6	29.5	8.8	11.6	14.3	18.6	37.8	30.3	34.1	45.0	23.1	16.7
2016	61.1	58.3	5.4	-14.8	-16.5	-11.3	-11.5	-25.0	-15.3	-9.1	-13.5	-35.3	-7.7	2.1
2017	-48.4	-26.5	-18.1	-21.3	-12.8	-8.0	-8.3							-20.1
Avg	6.9	10.7	1.8	2.7	-0.2	1.3	0.6	5.4	7.3	6.6	4.9	5.3	5.5	1.7

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2012	30.0	47.3	11.2	18.9	-0.8	18.5	8.5	52.4	18.3	15.4	10.7	1.6	18.3	15.7
2013	-0.8	-8.7	-2.6	-9.2	11.6	6.0	4.1	-18.6	12.0	8.7	21.6	11.2	2.3	0.9
2014	2.2	12.4	-8.6	22.5	20.2	13.3	8.8	18.2	1.6	-0.4	-15.2	16.0	7.1	10.3
2015	12.1	4.1	41.3	31.4	16.3	9.7	23.7	21.1	33.5	26.2	31.5	32.9	23.5	19.8
2016	60.1	56.4	7.5	-2.1	-9.7	-0.8	-4.9	-24.8	-8.6	-6.1	-9.5	-26.8	-2.5	7.8
2017	-46.5	-25.3	-16.0	-25.1	-14.5	-6.1	-14.1							-19.9
Avg	9.5	14.4	5.5	6.1	3.8	6.8	4.4	9.6	11.4	8.7	7.8	7.0	9.7	5.8

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Tab 4 - Percent Change from Previous Year - Detail by Year

Beatrice, NE Area Selected Properties

Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Total Year	Jul YTD
Occ	20.8	32.2	0.5	10.8	-2.4	7.2	0.1	46.3	7.7	11.5	0.5	-5.7	10.0	7.0
ADR	7.7	11.4	10.6	7.4	1.6	10.6	8.5	4.2	9.8	3.5	10.2	7.7	7.5	8.1
RevPAR	30.0	47.3	11.2	18.9	-0.8	18.5	8.5	52.4	18.3	15.4	10.7	1.6	18.3	15.7
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	20.8	32.2	0.5	10.8	-2.4	7.2	0.1	46.3	7.7	11.5	0.5	-5.7	10.0	7.0
Revenue	30.0	47.3	11.2	18.9	-0.8	18.5	8.5	52.4	18.3	15.4	10.7	1.6	18.3	15.7

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	Jul YTD
Occ	-4.0	-7.3	-3.2	-8.9	8.9	7.0	4.0	-18.8	19.0	11.9	27.2	13.5	3.3	0.4
ADR	3.4	-1.5	0.6	-0.3	2.5	-0.9	0.1	0.2	-5.9	-2.8	-4.5	-2.0	-1.0	0.5
RevPAR	-0.8	-8.7	-2.6	-9.2	11.6	6.0	4.1	-18.6	12.0	8.7	21.6	11.2	2.3	0.9
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-4.0	-7.3	-3.2	-8.9	8.9	7.0	4.0	-18.8	19.0	11.9	27.2	13.5	3.3	0.4
Revenue	-0.8	-8.7	-2.6	-9.2	11.6	6.0	4.1	-18.6	12.0	8.7	21.6	11.2	2.3	0.9

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year	Jul YTD
Occ	4.1	4.8	-18.6	20.9	13.1	1.4	5.1	6.1	-12.8	-11.8	-23.6	9.2	-1.3	4.0
ADR	-1.8	7.3	12.3	1.3	6.3	11.8	3.5	11.4	16.5	12.9	11.0	6.3	8.6	6.0
RevPAR	2.2	12.4	-8.6	22.5	20.2	13.3	8.8	18.2	1.6	-0.4	-15.2	16.0	7.1	10.3
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	4.1	4.8	-18.6	20.9	13.1	1.4	5.1	6.1	-12.8	-11.8	-23.6	9.2	-1.3	4.0
Revenue	2.2	12.4	-8.6	22.5	20.2	13.3	8.8	18.2	1.6	-0.4	-15.2	16.0	7.1	10.3

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Total Year	Jul YTD
Occ	8.1	2.7	44.6	29.5	8.8	11.6	14.3	18.6	37.8	30.3	34.1	45.0	23.1	16.7
ADR	3.7	1.4	-2.3	1.5	6.9	-1.7	8.2	2.1	-3.1	-3.2	-1.9	-8.3	0.4	2.7
RevPAR	12.1	4.1	41.3	31.4	16.3	9.7	23.7	21.1	33.5	26.2	31.5	32.9	23.5	19.8
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	8.1	2.7	44.6	29.5	8.8	11.6	14.3	18.6	37.8	30.3	34.1	45.0	23.1	16.7
Revenue	12.1	4.1	41.3	31.4	16.3	9.7	23.7	21.1	33.5	26.2	31.5	32.9	23.5	19.8

	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Total Year	Jul YTD
Occ	61.1	58.3	5.4	-14.8	-16.5	-11.3	-11.5	-25.0	-15.3	-9.1	-13.5	-35.3	-7.7	2.1
ADR	-0.6	-1.2	2.0	14.9	8.2	11.9	7.4	0.2	7.9	3.3	4.6	13.2	5.6	5.6
RevPAR	60.1	56.4	7.5	-2.1	-9.7	-0.8	-4.9	-24.8	-8.6	-6.1	-9.5	-26.8	-2.5	7.8
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	61.1	58.3	5.4	-14.8	-16.5	-11.3	-11.5	-25.0	-15.3	-9.1	-13.5	-35.3	-7.7	2.1
Revenue	60.1	56.4	7.5	-2.1	-9.7	-0.8	-4.9	-24.8	-8.6	-6.1	-9.5	-26.8	-2.5	7.8

	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Total Year	Jul YTD
Occ	-48.4	-26.5	-18.1	-21.3	-12.8	-8.0	-8.3						-20.1	
ADR	3.7	1.7	2.6	-4.9	-2.0	2.1	-6.3							0.2
RevPAR	-46.5	-25.3	-16.0	-25.1	-14.5	-6.1	-14.1							-19.9
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0							0.0
Demand	-48.4	-26.5	-18.1	-21.3	-12.8	-8.0	-8.3							-20.1
Revenue	-46.5	-25.3	-16.0	-25.1	-14.5	-6.1	-14.1							-19.9

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Tab 5 - Twelve Month Moving Average

Beatrice, NE Area Selected Properties

Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2012	45.7	46.4	46.4	46.8	46.7	47.0	47.0	49.1	49.4	49.9	49.9	49.7
2013	49.6	49.4	49.3	48.9	49.3	49.7	49.9	48.6	49.4	50.0	51.0	51.4
2014	51.5	51.6	50.9	51.6	52.2	52.2	52.5	52.8	52.2	51.6	50.4	50.7
2015	50.9	51.0	52.5	53.7	54.1	54.8	55.5	56.6	58.3	59.7	60.9	62.4
2016	64.3	66.0	66.2	65.4	64.5	63.8	63.1	61.5	60.5	60.0	59.3	57.6
2017	55.3	54.0	53.1	52.1	51.5	51.1	50.7					

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2012	72.29	72.74	73.41	73.82	73.92	74.72	75.36	75.67	76.28	76.51	77.08	77.39
2013	77.54	77.48	77.51	77.50	77.65	77.58	77.59	77.64	77.19	76.98	76.70	76.61
2014	76.54	76.84	77.44	77.51	77.96	78.93	79.20	80.12	81.25	82.16	82.91	83.18
2015	83.31	83.37	83.31	83.30	83.86	83.73	84.42	84.64	84.44	84.20	84.09	83.48
2016	83.27	83.17	83.31	84.18	84.65	85.50	86.05	86.05	86.65	86.92	87.24	88.17
2017	88.77	89.04	89.24	88.90	88.70	88.83	88.20					

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2012	33.07	33.74	34.07	34.53	34.50	35.13	35.43	37.15	37.69	38.16	38.45	38.49
2013	38.47	38.27	38.19	37.92	38.28	38.52	38.68	37.75	38.17	38.47	39.14	39.37
2014	39.41	39.67	39.40	39.99	40.68	41.24	41.59	42.33	42.40	42.38	41.81	42.18
2015	42.43	42.53	43.72	44.73	45.39	45.86	46.89	47.91	49.23	50.23	51.23	52.10
2016	53.51	54.88	55.18	55.10	54.63	54.59	54.32	52.88	52.42	52.13	51.73	50.79
2017	49.05	48.09	47.39	46.35	45.72	45.40	44.68					

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2012	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825
2013	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825
2014	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825
2015	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825
2016	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825	74,825
2017	74,825	74,825	74,825	74,825	74,825	74,825	74,825					

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2012	34,170	34,710	34,726	34,998	34,921	35,174	35,176	36,734	36,967	37,315	37,329	37,209
2013	37,125	36,963	36,864	36,614	36,887	37,151	37,301	36,377	36,995	37,396	38,180	38,449
2014	38,532	38,630	38,069	38,603	39,040	39,096	39,294	39,538	39,043	38,599	37,734	37,942
2015	38,111	38,170	39,263	40,173	40,505	40,980	41,563	42,352	43,625	44,634	45,587	46,701
2016	48,080	49,371	49,563	48,971	48,291	47,773	47,238	45,980	45,270	44,876	44,370	43,102
2017	41,342	40,412	39,734	39,009	38,570	38,246	37,904					

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2012	2,470,131	2,524,693	2,549,086	2,583,462	2,581,502	2,628,239	2,650,914	2,779,637	2,819,906	2,854,963	2,877,235	2,879,674
2013	2,878,498	2,863,761	2,857,445	2,837,640	2,864,323	2,882,241	2,894,148	2,824,431	2,855,754	2,878,742	2,928,408	2,945,648
2014	2,949,064	2,968,294	2,947,940	2,992,032	3,043,630	3,085,907	3,112,150	3,167,702	3,172,428	3,171,323	3,128,702	3,156,070
2015	3,174,942	3,182,167	3,271,177	3,346,604	3,396,626	3,431,350	3,508,664	3,584,559	3,683,779	3,758,381	3,833,227	3,898,485
2016	4,003,714	4,106,232	4,129,188	4,122,501	4,087,828	4,084,618	4,064,823	3,956,520	3,922,469	3,900,473	3,870,850	3,800,259
2017	3,669,923	3,598,154	3,545,667	3,468,051	3,421,149	3,397,280	3,343,117					

High value is boxed.

Low value is boxed and italicized.

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Tab 6 - Twelve Month Moving Average with Percent Change

Beatrice, NE Area Selected Properties
Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

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 12	45.7		72.29		33.01		74,825		34,170		2,470,131	
Feb 12	46.4		72.74		33.74		74,825		34,710		2,524,693	
Mar 12	46.4		73.41		34.07		74,825		34,726		2,549,086	
Apr 12	46.8		73.82		34.53		74,825		34,998		2,583,462	
May 12	46.7		73.92		34.50		74,825		34,921		2,581,502	
Jun 12	47.0		74.72		35.13		74,825		35,174		2,628,239	
Jul 12	47.0		75.36		35.43		74,825		35,176		2,650,914	
Aug 12	49.1		75.67		37.15		74,825		36,734		2,779,637	
Sep 12	49.4		76.28		37.69		74,825		36,967		2,819,906	
Oct 12	49.9		76.51		38.16		74,825		37,315		2,854,963	
Nov 12	49.9		77.08		38.45		74,825		37,329		2,877,235	
Dec 12	49.7	10.0	77.39	7.5	38.49	18.3	74,825	0.0	37,209	10.0	2,879,674	18.3
Jan 13	49.6	8.6	77.54	7.3	38.47	16.5	74,825	0.0	37,125	8.6	2,878,498	16.5
Feb 13	49.4	6.5	77.48	6.5	38.27	13.4	74,825	0.0	36,963	6.5	2,863,761	13.4
Mar 13	49.3	6.2	77.51	5.6	38.19	12.1	74,825	0.0	36,864	6.2	2,857,445	12.1
Apr 13	48.9	4.6	77.50	5.0	37.92	9.8	74,825	0.0	36,614	4.6	2,837,640	9.8
May 13	49.3	5.6	77.65	5.0	38.28	11.0	74,825	0.0	36,887	5.6	2,864,323	11.0
Jun 13	49.7	5.6	77.58	3.8	38.52	9.7	74,825	0.0	37,151	5.6	2,882,241	9.7
Jul 13	49.9	6.0	77.59	3.0	38.68	9.2	74,825	0.0	37,301	6.0	2,894,148	9.2
Aug 13	48.6	-1.0	77.64	2.6	37.75	1.6	74,825	0.0	36,377	-1.0	2,824,431	1.6
Sep 13	49.4	0.1	77.19	1.2	38.17	1.3	74,825	0.0	36,995	0.1	2,855,754	1.3
Oct 13	50.0	0.2	76.98	0.6	38.47	0.8	74,825	0.0	37,396	0.2	2,878,742	0.8
Nov 13	51.0	2.3	76.70	-0.5	39.14	1.8	74,825	0.0	38,180	2.3	2,928,408	1.8
Dec 13	51.4	3.3	76.61	-1.0	39.37	2.3	74,825	0.0	38,449	3.3	2,945,648	2.3
Jan 14	51.5	3.8	76.54	-1.3	39.41	2.5	74,825	0.0	38,532	3.8	2,949,064	2.5
Feb 14	51.6	4.5	76.84	-0.8	39.67	3.7	74,825	0.0	38,630	4.5	2,968,294	3.7
Mar 14	50.9	3.3	77.44	-0.1	39.40	3.2	74,825	0.0	38,069	3.3	2,947,940	3.2
Apr 14	51.6	5.4	77.51	0.0	39.99	5.4	74,825	0.0	38,603	5.4	2,992,032	5.4
May 14	52.2	5.8	77.96	0.4	40.68	6.3	74,825	0.0	39,040	5.8	3,043,630	6.3
Jun 14	52.2	5.2	78.93	1.7	41.24	7.1	74,825	0.0	39,096	5.2	3,085,907	7.1
Jul 14	52.5	5.3	79.20	2.1	41.59	7.5	74,825	0.0	39,294	5.3	3,112,150	7.5
Aug 14	52.8	8.7	80.12	3.2	42.33	12.2	74,825	0.0	39,538	8.7	3,167,702	12.2
Sep 14	52.2	5.5	81.25	5.3	42.40	11.1	74,825	0.0	39,043	5.5	3,172,428	11.1
Oct 14	51.6	3.2	82.16	6.7	42.38	10.2	74,825	0.0	38,599	3.2	3,171,323	10.2
Nov 14	50.4	-1.2	82.91	8.1	41.81	6.8	74,825	0.0	37,734	-1.2	3,128,702	6.8
Dec 14	50.7	-1.3	83.18	8.6	42.18	7.1	74,825	0.0	37,942	-1.3	3,156,070	7.1
Jan 15	50.9	-1.1	83.31	8.8	42.43	7.7	74,825	0.0	38,111	-1.1	3,174,942	7.7
Feb 15	51.0	-1.2	83.37	8.5	42.53	7.2	74,825	0.0	38,170	-1.2	3,182,167	7.2
Mar 15	52.5	3.1	83.31	7.6	43.72	11.0	74,825	0.0	39,263	3.1	3,271,177	11.0
Apr 15	53.7	4.1	83.30	7.5	44.73	11.9	74,825	0.0	40,173	4.1	3,346,604	11.9
May 15	54.1	3.8	83.86	7.6	45.39	11.6	74,825	0.0	40,505	3.8	3,396,626	11.6
Jun 15	54.8	4.8	83.73	6.1	45.86	11.2	74,825	0.0	40,980	4.8	3,431,350	11.2
Jul 15	55.5	5.8	84.42	6.6	46.89	12.7	74,825	0.0	41,563	5.8	3,508,664	12.7
Aug 15	56.6	7.1	84.64	5.6	47.91	13.2	74,825	0.0	42,352	7.1	3,584,559	13.2
Sep 15	58.3	11.7	84.44	3.9	49.23	16.1	74,825	0.0	43,625	11.7	3,683,779	16.1
Oct 15	59.7	15.6	84.20	2.5	50.23	18.5	74,825	0.0	44,634	15.6	3,758,381	18.5
Nov 15	60.9	20.8	84.09	1.4	51.23	22.5	74,825	0.0	45,587	20.8	3,833,227	22.5
Dec 15	62.4	23.1	83.48	0.4	52.10	23.5	74,825	0.0	46,701	23.1	3,898,485	23.5
Jan 16	64.3	26.2	83.27	-0.0	53.51	26.1	74,825	0.0	48,080	26.2	4,003,714	26.1
Feb 16	66.0	29.3	83.17	-0.2	54.88	29.0	74,825	0.0	49,371	29.3	4,106,232	29.0
Mar 16	66.2	26.2	83.31	-0.0	55.18	26.2	74,825	0.0	49,563	26.2	4,129,188	26.2
Apr 16	65.4	21.9	84.18	1.1	55.10	23.2	74,825	0.0	48,971	21.9	4,122,501	23.2
May 16	64.5	19.2	84.65	0.9	54.63	20.3	74,825	0.0	48,291	19.2	4,087,828	20.3
Jun 16	63.8	16.6	85.50	2.1	54.59	19.0	74,825	0.0	47,773	16.6	4,084,618	19.0
Jul 16	63.1	13.7	86.05	1.9	54.32	15.9	74,825	0.0	47,238	13.7	4,064,823	15.9
Aug 16	61.5	8.6	86.05	1.7	52.88	10.4	74,825	0.0	45,980	8.6	3,956,520	10.4
Sep 16	60.5	3.8	86.65	2.6	52.42	6.5	74,825	0.0	45,270	3.8	3,922,469	6.5
Oct 16	60.0	0.5	86.92	3.2	52.13	3.8	74,825	0.0	44,876	0.5	3,900,473	3.8
Nov 16	59.3	-2.7	87.24	3.8	51.73	1.0	74,825	0.0	44,370	-2.7	3,870,850	1.0
Dec 16	57.6	-7.7	88.17	5.6	50.79	-2.5	74,825	0.0	43,102	-7.7	3,800,259	-2.5
Jan 17	55.3	-14.0	88.77	6.6	49.05	-8.3	74,825	0.0	41,342	-14.0	3,669,923	-8.3
Feb 17	54.0	-18.1	89.04	7.1	48.09	-12.4	74,825	0.0	40,412	-18.1	3,598,154	-12.4
Mar 17	53.1	-19.8	89.24	7.1	47.39	-14.1	74,825	0.0	39,734	-19.8	3,545,667	-14.1
Apr 17	52.1	-20.3	88.90	5.6	46.35	-15.9	74,825	0.0	39,009	-20.3	3,468,051	-15.9
May 17	51.5	-20.1	88.70	4.8	45.72	-16.3	74,825	0.0	38,570	-20.1	3,421,149	-16.3
Jun 17	51.1	-19.9	88.83	3.9	45.40	-16.8	74,825	0.0	38,246	-19.9	3,397,280	-16.8
Jul 17	50.7	-19.8	88.20	2.5	44.68	-17.8	74,825	0.0	37,904	-19.8	3,343,117	-17.8

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Tab 7 - Day of Week Analysis

Beatrice, NE Area Selected Properties

Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

Occupancy (%)								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Aug - 16	40.6	59.0	63.4	64.2	56.2	60.1	70.3	59.4
Sep - 16	47.0	60.2	66.2	68.8	57.1	70.1	78.7	64.0
Oct - 16	46.2	62.2	61.2	65.1	60.4	69.4	71.7	62.1
Nov - 16	29.3	50.1	56.6	54.8	56.9	62.7	57.4	52.7
Dec - 16	26.6	45.1	45.0	43.4	34.8	30.7	33.0	36.5
Jan - 17	22.0	27.1	39.8	34.2	30.9	28.5	24.0	29.5
Feb - 17	27.6	49.9	58.2	51.0	41.7	41.8	43.7	44.9
Mar - 17	26.6	45.1	46.6	53.4	50.8	58.9	50.8	48.1
Apr - 17	23.4	41.9	51.3	49.0	43.2	50.3	49.4	43.6
May - 17	35.1	40.0	45.7	48.5	43.4	52.3	66.3	47.1
Jun - 17	31.7	53.7	61.4	66.1	58.0	70.9	79.9	60.5
Jul - 17	42.7	58.5	64.6	68.3	63.1	58.4	64.2	59.5
Total Year	33.3	49.4	54.7	55.5	49.7	54.7	57.2	50.7

Three Year Occupancy (%)								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Aug 14 - Jul 15	38.8	54.2	59.0	58.9	53.2	60.6	64.0	55.5
Aug 15 - Jul 16	47.0	61.9	66.0	65.7	62.1	66.9	72.5	63.1
Aug 16 - Jul 17	33.3	49.4	54.7	55.5	49.7	54.7	57.2	50.7
Total 3 Yr	39.7	55.1	59.9	60.0	55.0	60.7	64.6	56.4

ADR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Aug - 16	80.94	85.90	84.79	83.75	85.39	91.07	94.49	86.82
Sep - 16	81.46	80.71	81.63	84.26	82.10	109.31	111.02	91.82
Oct - 16	80.61	81.33	80.85	81.66	80.48	92.33	97.01	85.63
Nov - 16	75.89	83.32	83.40	84.95	82.71	98.13	95.67	87.12
Dec - 16	80.85	81.94	83.76	82.22	82.12	85.80	84.66	83.11
Jan - 17	78.91	83.24	80.39	80.85	78.18	77.56	79.16	79.92
Feb - 17	71.76	81.70	86.49	84.05	81.17	84.22	82.58	82.48
Mar - 17	80.71	85.23	89.45	90.47	94.62	92.30	88.86	89.86
Apr - 17	78.02	89.27	87.94	87.92	85.03	86.08	86.70	86.31
May - 17	90.37	87.20	88.17	88.15	83.79	100.10	103.77	92.27
Jun - 17	89.70	95.10	92.67	95.33	91.30	106.62	109.04	98.52
Jul - 17	78.80	83.66	84.60	87.37	85.74	92.92	94.66	87.15
Total Year	80.82	84.73	85.25	86.19	84.97	95.36	96.27	88.20

Three Year ADR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Aug 14 - Jul 15	77.28	80.40	82.21	82.47	82.04	90.65	91.93	84.42
Aug 15 - Jul 16	79.03	81.70	84.01	84.21	83.56	92.41	94.05	86.05
Aug 16 - Jul 17	80.82	84.73	85.25	86.19	84.97	95.36	96.27	88.20
Total 3 Yr	78.96	82.19	83.80	84.25	83.49	92.70	94.01	86.16

RevPAR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Aug - 16	32.89	50.66	53.73	53.80	48.00	54.73	66.45	51.59
Sep - 16	38.31	48.55	54.06	57.95	46.85	76.62	87.42	58.75
Oct - 16	37.21	50.58	49.49	53.16	48.58	64.03	69.56	53.15
Nov - 16	22.20	41.75	47.18	46.56	47.09	61.49	54.94	45.95
Dec - 16	21.52	36.95	37.66	35.67	28.58	26.36	27.90	30.37
Jan - 17	17.33	22.53	32.03	27.64	24.14	22.11	19.01	23.58
Feb - 17	19.80	40.81	50.34	42.90	33.83	35.21	36.13	37.00
Mar - 17	21.47	38.41	41.73	48.27	48.09	54.35	45.12	43.24
Apr - 17	18.29	37.38	45.09	43.04	36.75	43.30	42.85	37.60
May - 17	31.74	34.88	40.26	42.74	36.38	52.37	68.85	43.44
Jun - 17	28.45	51.11	56.87	63.00	52.96	75.58	87.11	59.63
Jul - 17	33.65	48.92	54.69	59.69	54.06	54.27	60.73	51.85
Total Year	26.88	41.84	46.65	47.87	42.26	52.20	55.10	44.68

Three Year RevPAR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Aug 14 - Jul 15	29.97	43.55	48.54	48.55	43.68	54.98	58.83	46.89
Aug 15 - Jul 16	37.14	50.59	55.44	55.36	51.86	61.78	68.15	54.32
Aug 16 - Jul 17	26.88	41.84	46.65	47.87	42.26	52.20	55.10	44.68
Total 3 Yr	31.36	45.30	50.20	50.59	45.93	56.31	60.74	48.63

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Tab 8 - Raw Data

Beatrice, NE Area Selected Properties
Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

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 11	27.2		68.43		18.62		6,355		1,729		118,312		4	205	100.0
Feb 11	29.3		68.71		20.10		5,740		1,679		115,367		4	205	100.0
Mar 11	48.7		70.31		34.24		6,355		3,095		217,595		4	205	100.0
Apr 11	41.1		71.72		29.50		6,150		2,530		181,443		4	205	100.0
May 11	49.5		73.52		36.40		6,355		3,146		231,309		4	205	100.0
Jun 11	57.2		71.71		41.00		6,150		3,516		252,123		4	205	100.0
Jul 11	58.6		71.23		41.75		6,355		3,725		265,333		4	205	100.0
Aug 11	53.0		72.97		38.66		6,355		3,367		245,687		4	205	100.0
Sep 11	49.0		72.89		35.74		6,150		3,016		219,826		4	205	100.0
Oct 11	47.6		75.46		35.92		6,355		3,025		228,252		4	205	100.0
Nov 11	46.6		72.65		33.83		6,150		2,864		208,066		4	205	100.0
Dec 11	33.3		71.39		23.80		6,355		2,119		151,279		4	205	100.0
Jan 12	32.9	20.8	73.68	7.7	24.21	30.0	6,355	0.0	2,088	20.8	153,851	30.0	4	205	100.0
Feb 12	38.7	32.2	76.58	11.4	29.60	47.3	5,740	0.0	2,219	32.2	169,929	47.3	4	205	100.0
Mar 12	49.0	0.5	77.78	10.6	38.08	11.2	6,355	0.0	3,111	0.5	241,988	11.2	4	205	100.0
Apr 12	45.6	10.8	77.02	7.4	35.09	18.9	6,150	0.0	2,802	10.8	215,819	18.9	4	205	100.0
May 12	48.3	-2.4	74.73	1.6	36.09	-0.8	6,355	0.0	3,069	-2.4	229,349	-0.8	4	205	100.0
Jun 12	61.3	7.2	79.29	10.6	48.60	18.5	6,150	0.0	3,769	7.2	298,860	18.5	4	205	100.0
Jul 12	58.6	0.1	77.28	8.5	45.32	8.5	6,355	0.0	3,727	0.1	288,008	8.5	4	205	100.0
Aug 12	77.5	46.3	76.02	4.2	58.92	52.4	6,355	0.0	4,925	46.3	374,410	52.4	4	205	100.0
Sep 12	52.8	7.7	80.05	9.8	42.29	18.3	6,150	0.0	3,249	7.7	260,095	18.3	4	205	100.0
Oct 12	53.1	11.5	78.06	3.5	41.43	15.4	6,355	0.0	3,373	11.5	263,309	15.4	4	205	100.0
Nov 12	46.8	0.5	80.03	10.2	37.45	10.7	6,150	0.0	2,878	0.5	230,338	10.7	4	205	100.0
Dec 12	31.5	-5.7	76.90	7.7	24.19	1.6	6,355	0.0	1,999	-5.7	153,718	1.6	4	205	100.0
Jan 13	31.5	-4.0	76.19	3.4	24.02	-0.8	6,355	0.0	2,004	-4.0	152,675	-0.8	4	205	100.0
Feb 13	35.8	-7.3	75.45	-1.5	27.04	-8.7	5,740	0.0	2,057	-7.3	155,192	-8.7	4	205	100.0
Mar 13	47.4	-3.2	78.24	0.6	37.08	-2.6	6,355	0.0	3,012	-3.2	235,672	-2.6	4	205	100.0
Apr 13	41.5	-8.9	76.81	-0.3	31.87	-9.2	6,150	0.0	2,552	-8.9	196,014	-9.2	4	205	100.0
May 13	52.6	8.9	76.61	2.5	40.29	11.6	6,355	0.0	3,342	8.9	256,032	11.6	4	205	100.0
Jun 13	65.6	7.0	78.55	-0.9	51.51	6.0	6,150	0.0	4,033	7.0	316,778	6.0	4	205	100.0
Jul 13	61.0	4.0	77.36	0.1	47.19	4.1	6,355	0.0	3,877	4.0	299,915	4.1	4	205	100.0
Aug 13	63.0	-18.8	76.15	0.2	47.95	-18.6	6,355	0.0	4,001	-18.8	304,693	-18.6	4	205	100.0
Sep 13	62.9	19.0	75.36	-5.9	47.39	12.0	6,150	0.0	3,867	19.0	291,418	12.0	4	205	100.0
Oct 13	59.4	11.9	75.86	-2.8	45.05	8.7	6,355	0.0	3,774	11.9	286,297	8.7	4	205	100.0
Nov 13	59.5	27.2	76.46	-4.5	45.53	21.6	6,150	0.0	3,662	27.2	280,004	21.6	4	205	100.0
Dec 13	35.7	13.5	75.38	-2.0	26.90	11.2	6,355	0.0	2,268	13.5	170,958	11.2	4	205	100.0
Jan 14	32.8	4.1	74.79	-1.8	24.56	2.2	6,355	0.0	2,087	4.1	156,091	2.2	4	205	100.0
Feb 14	37.5	4.8	80.94	7.3	30.39	12.4	5,740	0.0	2,155	4.8	174,422	12.4	4	205	100.0
Mar 14	38.6	-18.6	87.85	12.3	33.88	-8.6	6,355	0.0	2,451	-18.6	215,318	-8.6	4	205	100.0
Apr 14	50.2	20.9	77.80	1.3	39.04	22.5	6,150	0.0	3,086	20.9	240,106	22.5	4	205	100.0
May 14	59.5	13.1	81.41	6.3	48.41	20.2	6,355	0.0	3,779	13.1	307,630	20.2	4	205	100.0
Jun 14	66.5	1.4	87.81	11.8	58.38	13.3	6,150	0.0	4,089	1.4	359,055	13.3	4	205	100.0
Jul 14	64.1	5.1	80.04	3.5	51.32	8.8	6,355	0.0	4,075	5.1	326,158	8.8	4	205	100.0
Aug 14	66.8	6.1	84.86	11.4	56.69	18.2	6,355	0.0	4,245	6.1	360,245	18.2	4	205	100.0
Sep 14	54.8	-12.8	87.82	16.5	48.15	1.6	6,150	0.0	3,372	-12.8	296,144	1.6	4	205	100.0
Oct 14	52.4	-11.8	85.64	12.9	44.88	-0.4	6,355	0.0	3,330	-11.8	285,192	-0.4	4	205	100.0
Nov 14	45.5	-23.6	84.87	11.0	38.60	-15.2	6,150	0.0	2,797	-23.6	237,383	-15.2	4	205	100.0
Dec 14	39.0	9.2	80.10	6.3	31.21	16.0	6,355	0.0	2,476	9.2	198,326	16.0	4	205	100.0
Jan 15	35.5	8.1	77.55	3.7	27.53	12.1	6,355	0.0	2,256	8.1	174,963	12.1	4	205	100.0
Feb 15	38.6	2.7	82.04	1.4	31.65	4.1	5,740	0.0	2,214	2.7	181,647	4.1	4	205	100.0
Mar 15	55.8	44.6	85.87	-2.3	47.89	41.3	6,355	0.0	3,544	44.6	304,328	41.3	4	205	100.0
Apr 15	65.0	29.5	78.96	1.5	51.31	31.4	6,150	0.0	3,996	29.5	315,533	31.4	4	205	100.0
May 15	64.7	8.8	87.00	6.9	56.28	16.3	6,355	0.0	4,111	8.8	357,652	16.3	4	205	100.0
Jun 15	74.2	11.6	86.28	-1.7	64.03	9.7	6,150	0.0	4,564	11.6	393,779	9.7	4	205	100.0
Jul 15	73.3	14.3	86.62	8.2	63.49	23.7	6,355	0.0	4,658	14.3	403,472	23.7	4	205	100.0
Aug 15	79.2	18.6	86.64	2.1	68.63	21.1	6,355	0.0	5,034	18.6	436,140	21.1	4	205	100.0
Sep 15	75.5	37.8	85.12	-3.1	64.29	33.5	6,150	0.0	4,645	37.8	395,364	33.5	4	205	100.0
Oct 15	68.3	30.3	82.92	-3.2	56.62	26.2	6,355	0.0	4,339	30.3	359,794	26.2	4	205	100.0
Nov 15	61.0	34.1	83.26	-1.9	50.77	31.5	6,150	0.0	3,750	34.1	312,229	31.5	4	205	100.0
Dec 15	56.5	45.0	73.42	-8.3	41.48	32.9	6,355	0.0	3,590	45.0	263,584	32.9	4	205	100.0
Jan 16	57.2	61.1	77.08	-0.6	44.09	60.1	6,355	0.0	3,635	61.1	280,192	60.1	4	205	100.0
Feb 16	61.1	58.3	81.07	-1.2	49.51	56.4	5,740	0.0	3,505	58.3	284,165	56.4	4	205	100.0
Mar 16	58.8	5.4	87.60	2.0	51.50	7.5	6,355	0.0	3,736	5.4	327,284	7.5	4	205	100.0
Apr 16	55.3	-14.8	90.73	14.9	50.22	-2.1	6,150	0.0	3,404	-14.8	308,846	-2.1	4	205	100.0
May 16	54.0	-16.5	94.14	8.2	50.82	-9.7	6,355	0.0	3,431	-16.5	322,979	-9.7	4	205	100.0
Jun 16	65.8	-11.3	96.53	11.9	63.51	-0.8	6,150	0.0	4,046	-11.3	390,569	-0.8	4	205	100.0
Jul 16	64.9	-11.5	93.06	7.4	60.37	-4.9	6,355	0.0	4,123	-11.5	383,677	-4.9	4	205	100.0
Aug 16	59.4	-25.0	86.82	0.2	51.59	-24.8	6,355	0.0	3,776	-25.0	327,837	-24.8	4	205	100.0
Sep 16	64.0	-15.3	91.82	7.9	58.75	-8.6	6,150	0.0	3,935	-15.3	361,313	-8.6	4	205	100.0
Oct 16	62.1	-9.1	85.63	3.3	53.15	-6.1	6,355	0.0	3,945	-9.1	337,798	-6.1	4	205	100.0
Nov 16	52.7	-13.5	87.12	4.6	45.95	-9.5	6,150	0.0	3,244	-13.5	282,606	-9.5	4	205	100.0
Dec 16	36.5	-35.3	83.11	13.2	30.37	-26.8	6,355	0.0	2,322	-35.3	192,993	-26.8	4	205	100.0
Jan 17	29.5	-48.4	79.92	3.7	23.58	-46.5	6,355	0.0	1,875	-48.4	149,856	-46.5	4	205	100.0
Feb 17	44.9	-26.5	82.48	1.7	37.00	-25.3	5,740	0.0	2,575	-26.5	212,396	-25.3	4	205	100.0
Mar 17	48.1	-18.1	89.86	2.6	43.24	-16.0	6,355	0.0	3,058	-18.1	274,797	-16.0	4	205	100.0
Apr 17	43.6	-21.3	86.31	-4.9	37.60	-25.1	6,150	0.0	2,679	-21.3	231,230	-25.1	4	205	100.0
May 17	47.1	-12.8	92.27	-2.0	43.44	-14.5	6,355	0.0	2,992	-12.8	276,077	-14.5	4	205	100.0
Jun 17	60.5	-8.0	98.52	2.1	59.63	-6.1	6,150	0.0	3,722	-8.0	366,700	-6.1	4	205	100.0
Jul 17	59.5	-8.3	87.15	-6.3	51.85	-14.1	6,355	0.0	3,781	-8.3	329,514	-14.1	4	205	100.0

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Tab 9 - Classic



Beatrice, NE Area Selected Properties
Job Number: 907629_SADIM Staff: CW Created: August 22, 2017

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 11	27.2		68.43		18.62		6,355		1,729		118,312		4	205	100.0
Feb 11	29.3		68.71		20.10		5,740		1,679		115,367		4	205	100.0
Mar 11	48.7		70.31		34.24		6,355		3,095		217,595		4	205	100.0
Apr 11	41.1		71.72		29.50		6,150		2,530		181,443		4	205	100.0
May 11	49.5		73.52		36.40		6,355		3,146		231,309		4	205	100.0
Jun 11	57.2		71.71		41.00		6,150		3,516		252,123		4	205	100.0
Jul 11	58.6		71.23		41.75		6,355		3,725		265,333		4	205	100.0
Aug 11	53.0		72.97		38.66		6,355		3,367		245,687		4	205	100.0
Sep 11	49.0		72.89		35.74		6,150		3,016		219,826		4	205	100.0
Oct 11	47.6		75.46		35.92		6,355		3,025		228,252		4	205	100.0
Nov 11	46.6		72.65		33.83		6,150		2,864		208,066		4	205	100.0
Dec 11	33.3		71.39		23.80		6,355		2,119		151,279		4	205	100.0
Jul YTD 2011	44.7		71.14		31.79		43,460		19,420		1,381,482				
Total 2011	45.2		72.01		32.54		74,825		33,811		2,434,592				
Jan 12	32.9	20.8	73.68	7.7	24.21	30.0	6,355	0.0	2,088	20.8	153,851	30.0	4	205	100.0
Feb 12	38.7	32.2	76.58	11.4	29.60	47.3	5,740	0.0	2,219	32.2	169,929	47.3	4	205	100.0
Mar 12	49.0	0.5	77.78	10.6	38.08	11.2	6,355	0.0	3,111	0.5	241,988	11.2	4	205	100.0
Apr 12	45.6	10.8	77.02	7.4	35.09	18.9	6,150	0.0	2,802	10.8	215,819	18.9	4	205	100.0
May 12	48.3	-2.4	74.73	1.6	36.09	-0.8	6,355	0.0	3,069	-2.4	229,349	-0.8	4	205	100.0
Jun 12	61.3	7.2	79.29	10.6	48.60	18.5	6,150	0.0	3,769	7.2	298,860	18.5	4	205	100.0
Jul 12	58.6	0.1	77.28	8.5	45.32	8.5	6,355	0.0	3,727	0.1	288,008	8.5	4	205	100.0
Aug 12	77.5	46.3	76.02	4.2	58.92	52.4	6,355	0.0	4,925	46.3	374,410	52.4	4	205	100.0
Sep 12	52.8	7.7	80.05	9.8	42.29	18.3	6,150	0.0	3,249	7.7	260,095	18.3	4	205	100.0
Oct 12	53.1	11.5	78.06	3.5	41.43	15.4	6,355	0.0	3,373	11.5	263,309	15.4	4	205	100.0
Nov 12	46.8	0.5	80.03	10.2	37.45	10.7	6,150	0.0	2,878	0.5	230,338	10.7	4	205	100.0
Dec 12	31.5	-5.7	76.90	7.7	24.19	1.6	6,355	0.0	1,999	-5.7	153,718	1.6	4	205	100.0
Jul YTD 2012	47.8	7.0	76.87	8.1	36.76	15.7	43,460	0.0	20,785	7.0	1,597,804	15.7			
Total 2012	49.7	10.0	77.39	7.5	38.49	18.3	74,825	0.0	37,209	10.0	2,879,674	18.3			
Jan 13	31.5	-4.0	76.19	3.4	24.02	-0.8	6,355	0.0	2,004	-4.0	152,675	-0.8	4	205	100.0
Feb 13	35.8	-7.3	75.45	-1.5	27.04	-8.7	5,740	0.0	2,057	-7.3	155,192	-8.7	4	205	100.0
Mar 13	47.4	-3.2	78.24	0.6	37.08	-2.6	6,355	0.0	3,012	-3.2	235,672	-2.6	4	205	100.0
Apr 13	41.5	-8.9	76.81	-0.3	31.87	-9.2	6,150	0.0	2,552	-8.9	196,014	-9.2	4	205	100.0
May 13	52.6	8.9	76.61	2.5	40.29	11.6	6,355	0.0	3,342	8.9	256,032	11.6	4	205	100.0
Jun 13	65.6	7.0	78.55	-0.9	51.51	6.0	6,150	0.0	4,033	7.0	316,778	6.0	4	205	100.0
Jul 13	61.0	4.0	77.36	0.1	47.19	4.1	6,355	0.0	3,877	4.0	299,915	4.1	4	205	100.0
Aug 13	63.0	-18.8	76.15	0.2	47.95	-18.6	6,355	0.0	4,001	-18.8	304,693	-18.6	4	205	100.0
Sep 13	62.9	19.0	75.36	-5.9	47.39	12.0	6,150	0.0	3,867	19.0	291,418	12.0	4	205	100.0
Oct 13	59.4	11.9	75.86	-2.8	45.05	8.7	6,355	0.0	3,774	11.9	286,297	8.7	4	205	100.0
Nov 13	59.5	27.2	76.46	-4.5	45.53	21.6	6,150	0.0	3,662	27.2	280,004	21.6	4	205	100.0
Dec 13	35.7	13.5	75.38	-2.0	26.90	11.2	6,355	0.0	2,268	13.5	170,958	11.2	4	205	100.0
Jul YTD 2013	48.0	0.4	77.23	0.5	37.10	0.9	43,460	0.0	20,677	0.4	1,612,278	0.9			
Total 2013	51.4	3.3	76.61	-1.0	39.37	2.3	74,825	0.0	38,449	3.3	2,945,648	2.3			
Jan 14	32.8	4.1	74.79	-1.8	24.56	2.2	6,355	0.0	2,087	4.1	156,091	2.2	4	205	100.0
Feb 14	37.5	4.8	80.94	7.3	30.39	12.4	5,740	0.0	2,155	4.8	174,422	12.4	4	205	100.0
Mar 14	38.6	-18.6	87.85	12.3	33.88	-8.6	6,355	0.0	2,451	-18.6	215,318	-8.6	4	205	100.0
Apr 14	50.2	20.9	77.80	1.3	39.04	22.5	6,150	0.0	3,086	20.9	240,106	22.5	4	205	100.0
May 14	59.5	13.1	81.41	6.3	48.41	20.2	6,355	0.0	3,779	13.1	307,630	20.2	4	205	100.0
Jun 14	66.5	1.4	87.81	11.8	58.38	13.3	6,150	0.0	4,089	1.4	359,055	13.3	4	205	100.0
Jul 14	64.1	5.1	80.04	3.5	51.32	8.8	6,355	0.0	4,075	5.1	326,158	8.8	4	205	100.0
Aug 14	66.8	6.1	84.86	11.4	56.69	18.2	6,355	0.0	4,245	6.1	360,245	18.2	4	205	100.0
Sep 14	54.8	-12.8	87.82	16.5	48.15	1.6	6,150	0.0	3,372	-12.8	296,144	1.6	4	205	100.0
Oct 14	52.4	-11.8	85.64	12.9	44.88	-0.4	6,355	0.0	3,330	-11.8	285,192	-0.4	4	205	100.0
Nov 14	45.5	-23.6	84.87	11.0	38.60	-15.2	6,150	0.0	2,797	-23.6	237,383	-15.2	4	205	100.0
Dec 14	39.0	9.2	80.10	6.3	31.21	16.0	6,355	0.0	2,476	9.2	198,326	16.0	4	205	100.0
Jul YTD 2014	50.0	4.0	81.89	6.0	40.93	10.3	43,460	0.0	21,722	4.0	1,778,780	10.3			
Total 2014	50.7	-1.3	83.18	8.6	42.18	7.1	74,825	0.0	37,942	-1.3	3,156,070	7.1			
Jan 15	35.5	8.1	77.55	3.7	27.53	12.1	6,355	0.0	2,256	8.1	174,963	12.1	4	205	100.0
Feb 15	38.6	2.7	82.04	1.4	31.65	4.1	5,740	0.0	2,214	2.7	181,647	4.1	4	205	100.0
Mar 15	55.8	44.6	85.87	-2.3	47.89	41.3	6,355	0.0	3,544	44.6	304,328	41.3	4	205	100.0
Apr 15	65.0	29.5	78.96	1.5	51.31	31.4	6,150	0.0	3,996	29.5	315,533	31.4	4	205	100.0
May 15	64.7	8.8	87.00	6.9	56.28	16.3	6,355	0.0	4,111	8.8	357,652	16.3	4	205	100.0
Jun 15	74.2	11.6	86.28	-1.7	64.03	9.7	6,150	0.0	4,564	11.6	393,779	9.7	4	205	100.0
Jul 15	73.3	14.3	86.62	8.2	63.49	23.7	6,355	0.0	4,658	14.3	403,472	23.7	4	205	100.0
Aug 15	79.2	18.6	86.64	2.1	68.63	21.1	6,355	0.0	5,034	18.6	436,140	21.1	4	205	100.0
Sep 15	75.5	37.8	85.12	-3.1	64.29	33.5	6,150	0.0	4,645	37.8	395,364	33.5	4	205	100.0
Oct 15	68.3	30.3	82.92	-3.2	56.62	26.2	6,355	0.0	4,339	30.3	359,794	26.2	4	205	100.0
Nov 15	61.0	34.1	83.26	-1.9	50.77	31.5	6,150	0.0	3,750	34.1	312,229	31.5	4	205	100.0
Dec 15	56.5	45.0	73.42	-8.3	41.48	32.9	6,355	0.0	3,590	45.0	263,584	32.9	4	205	100.0
Jul YTD 2015	58.3	16.7	84.10	2.7	49.04	19.8	43,460	0.0	25,343	16.7	2,131,374	19.8			
Total 2015	62.4	23.1	83.48	0.4	52.10	23.5	74,825	0.0	46,701	23.1	3,898,485	23.5			
Jan 16	57.2	61.1	77.08	-0.6	44.09	60.1	6,355	0.0	3,635	61.1	280,192	60.1	4	205	100.0
Feb 16	61.1	58.3	81.07	-1.2	49.51	56.4	5,740	0.0	3,505	58.3	284,165	56.4	4	205	100.0
Mar 16	58.8	5.4	87.60	2.0	51.50	7.5	6,355	0.0	3,736	5.4	327,284	7.5	4	205	100.0
Apr 16	55.3	-14.8	90.73	14.9	50.22	-2.1	6,150	0.0	3,404	-14.8	308,846	-2.1	4	205	100.0
May 16	54.0	-16.5	94.14	8.2	50.82	-9.7	6,355	0.0	3,431	-16.5	322,979	-9.7	4	205	100.0
Jun 16	65.8	-11.3	96.53	11.9	63.51	-0.8	6,150	0.0	4,046	-11.3	390,569	-0.8	4	205	100.0
Jul 16	64.9	-11.5	93.06	7.4	60.37	-4.9	6,355	0.0	4,123	-11.5	383,677	-4.9	4	205	100.0
Aug 16	59.4	-25.0	86.82	0.2	51.59	-24.8	6,355	0.0	3,776	-25.0	327,837	-24.8	4	205	100.0
Sep 16	64.0	-15.3	91.82	7.9	58.75	-8.6	6,150	0.0	3,935	-15.3	361,313	-8.6	4	205	100.0
Oct 16	62.1	-9.1	85.63	3.3	53.15	-6.1	6,355	0.0	3,945	-9.1	337,798	-6.1	4	205	100.0
Nov 16	52.7	-13.5	87.12	4.6	45.95	-9.5	6,150	0.0	3,244	-13.5	282,606	-9.5	4	205	100.0
Dec 16	36.5	-35.3	83.11	13.2	30.37	-26.8	6,355	0.0	2,322	-35.3	192,993	-26.8	4	205	100.0
Jul YTD 2016	59.5	-2.1	88.78	5.6	52.87	7.8	43,460								

Methodology

While virtually every chain in the United States provides STR with data on almost all of their properties, there are still some hotels that don't submit data. But we've got you covered.

Every year we examine guidebook listings and hotel directories for information on hotels that don't provide us with data. We don't stop there. We call each hotel in our database every year to obtain "published" rates for multiple categories. Based on this information we group all hotels - those that report data and those that don't - into groupings based off of price level and geographic proximity. We then estimate the non-respondents based off of nearby hotels with similar price levels.

Similarly, we sometimes obtain monthly data from a property, but not daily data. We use a similar process. We take the monthly data that the property has provided, and distribute it to the individual days based on the revenue and demand distribution patterns of similar hotels in the same location.

We believe it imperative to perform this analysis in order to provide interested parties with our best estimate of total lodging demand and room revenue on their areas of interest. Armed with this information a more informed decision can be made.

Glossary

ADR (Average Daily Rate)

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

Affiliation Date

Date the property affiliated with current chain/flag

Census (Properties and Rooms)

The number of properties and rooms that exist within the selected property set or segment.

Change in Rooms

Indicator of whether or not an individual hotel has added or removed rooms from their inventory.

Exchange Rate

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

Extended Historical Trend

Data on selected properties or segments starting in 2000.

Demand (Rooms Sold)

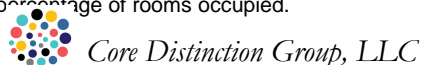
The number of rooms sold (excludes complimentary rooms).

Full Historical Trend

Data on selected properties or segments starting in 1987.

Occupancy

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



Open Date

Date the property opened as a lodging establishment.

Percent Change

Amount of growth, up, flat, or down from the same period last year (month, ytd, three months, twelve months). Calculated as $((TY-LY)/LY) * "100"$.

Revenue (Room Revenue)

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

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available

Sample % (Rooms)

The % of rooms from which STR receives data. Calculated as $(\text{Sample Rooms}/\text{Census Rooms}) * "100"$.

Standard Historical Trend

Data on selected properties or segments starting in 2005.

STR Code

STR's proprietary numbering system. Each hotel in the lodging census has a unique STR code.

Supply (Rooms Available)

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

Twelve Month Moving Average

The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by twelve.

Year to Date

Tab 12 - Terms and Conditions

Before purchasing this product you agreed to the following terms and conditions.

In consideration of the mutual promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, STR, Inc. ("STR"), STR Global, Ltd. ("STRG"), and the licensee identified elsewhere in this Agreement agree as follows:



1. LICENSE

1.1 Definitions.

(a) "Agreement" means these Standard Terms and Conditions and any additional terms specifically set out in writing in the document(s) (if any) to which these Standard Terms and Conditions are attached or in which they are incorporated by reference, and, if applicable, any additional terms specifically set out in writing in any Schedule attached hereto.

(b) "Licensed Materials" means the newsletters, reports, databases or other information resources, and all lodging industry data contained therein, provided to Licensee hereunder.

1.2 Grant of License. Subject to the terms and conditions of this Agreement, and except as may be expressly permitted elsewhere in this Agreement, STR hereby grants to Licensee a non-exclusive, non-transferable, indivisible, non-sublicensable license to use, copy, manipulate and extract data from the Licensed Materials for its own INTERNAL business purposes only.

1.3 Copies. Except as expressly permitted elsewhere in this Agreement, Licensee may make and maintain no more than two (2) copies of any Licensed Materials.

1.4 No Service Bureau Use. Licensee is prohibited from using the Licensed Materials in any way in connection with any service bureau or similar services. "Service bureau" means the processing of input data that is supplied by one or more third parties and the generation of output data (in the form of reports, charts, graphs or other pictorial representations, or the like) that is sold or licensed to any third parties.

1.5 No Distribution to Third Parties. Except as expressly permitted in this Agreement, Licensee is prohibited from distributing, republishing or otherwise making the Licensed Materials or any part thereof (including any excerpts of the data and any manipulations of the data) available in any form whatsoever to any third party, other than Licensee's accountants, attorneys, marketing professionals or other professional advisors who are bound by a duty of confidentiality not to disclose such information.

1.6 Security. Licensee shall use commercially reasonable efforts to protect against unauthorized access to the Licensed Materials.

1.7 Reservation of Rights. Licensee has no rights in connection with the Licensed Materials other than those rights expressly enumerated herein. All rights to the Licensed Materials not expressly enumerated herein are reserved to STR.

2. DISCLAIMERS AND LIMITATIONS OF LIABILITY

2.1 Disclaimer of Warranties. The licensed materials are provided to the licensee on an "as is" and "as available" basis. STR makes no representations or warranties of any kind, express or implied, with respect to the licensed materials, the services provided or the results of use thereof. Without limiting the foregoing, STR does not warrant that the licensed materials, the services provided or the use thereof are or will be accurate, error-free or uninterrupted. STR makes no implied warranties, including without limitation, any implied warranty of merchantability, noninfringement or fitness for any particular purpose or arising by usage of trade, course of dealing, course of performance or otherwise.

2.2 Disclaimers. STR shall have no liability with respect to its obligations under this agreement or otherwise for consequential, exemplary, special, incidental, or punitive damages even if STR has been advised of the possibility of such damages. Furthermore, STR shall have no liability whatsoever for any claim relating in any way to any decision made or action taken by licensee in reliance upon the licensed materials.

2.3 Limitation of Liability. STR's total liability to licensee for any reason and upon any cause of action including without limitation, infringement and breach of contract, negligence, strict liability, misrepresentations, and other torts, shall be limited to all fees paid to STR by the licensee during the twelve month period preceding the date on which such cause of action first arose.

3. MISCELLANEOUS

3.1 Liquidated Damages. In the event of a violation of Section 1.5 of these Standard Terms and Conditions, Licensee shall be required to pay STR an amount equal to the sum of (i) the highest aggregate price that STR, in accordance with its then-current published prices, could have charged the unauthorized recipients for the Licensed Materials that are the subject of the violation, and (ii) the full price of the lowest level of republishing rights that Licensee would have been required to purchase from STR in order to have the right to make the unauthorized distribution, regardless of whether Licensee has previously paid for any lower level of republishing rights, and (iii) fifteen percent (15%) of the total of the previous two items. This provision shall survive indefinitely the expiration or termination of this Agreement for any reason.

3.2 Obligations on Termination. Within thirty (30) days of the termination or expiration of this Agreement for any reason, Licensee shall cease all use of the Licensed Materials and shall return or destroy, at STR's option, all copies of the Licensed Materials and all other information relating thereto in Licensee's possession or control as of the such date. This provision shall survive indefinitely the expiration or termination of this Agreement for any reason.

3.3 Governing Law; Jurisdiction and Venue. This Agreement shall be governed by the substantive laws of the State of Tennessee, without regard to its or any other jurisdiction's laws governing conflicts of law. Any claims or actions regarding or arising out of this Agreement shall be brought exclusively in a court of competent jurisdiction located in Nashville, Tennessee, and the parties expressly consent to personal jurisdiction thereof. The parties also expressly waive any objections to venue.

3.4 Assignment. Licensee is prohibited from assigning this Agreement or delegating any of its duties under this Agreement without the prior written consent of STR.

3.5 Independent Relationship. The relationship between the parties is that of an independent contractor. Nothing in this Agreement shall be deemed to create an employer/employee, principal/agent, partnership or joint venture relationship.

3.6 Notices. All notices required or permitted to be given hereunder shall be in writing and shall be deemed given i) when delivered in person, at the time of such delivery; ii) when delivered by facsimile transmission or e-mail, at the time of transmission (provided, however, that notice delivered by facsimile transmission shall only be effective if such notice is also delivered by hand or deposited in the United States mail, postage prepaid, registered, certified or express mail or by courier service within two (2) business days after its delivery by facsimile transmission); iii) when delivered by a courier service or by express mail, at the time of receipt; or iv) five (5) business days after being deposited in the United States mail, postage prepaid, registered or certified mail, addressed (in any such case) to the addresses listed on the first page of this Agreement or to such other address as either party may notify the other in writing.

3.7 Waiver. No waiver of any breach of this Agreement will be deemed to constitute a waiver of any subsequent breach of the same or any other provision.

3.8 Entire Agreement. This Agreement constitutes the entire agreement of the parties with respect to the matters described herein, superseding in all respects any and all prior proposals, negotiations, understandings and other agreements, oral or written, between the parties.

3.9 Amendment. This Agreement may be amended only by the written agreement of both parties.

3.10 Recovery of Litigation Costs. If any legal action or other proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default or misrepresentation in connection with any of the provisions of this Agreement, the successful or prevailing party or parties shall be entitled to recover reasonable attorneys' fees and other costs incurred in that action or proceeding, in addition to any other relief to which it or they may be entitled.

3.11 Injunctive Relief. The parties agree that, in addition to any other rights or remedies which the other or STR may have, any party alleging breach or threatened breach of this Agreement will be entitled to such equitable and injunctive relief as may be available from any court of competent jurisdiction to restrain the other from breaching or threatening to breach any of the provisions of this Section, without posting bond or other surety.

3.12 Notice of Unauthorized Access. Licensee shall notify STR immediately upon Licensee's becoming aware of any facts indicating that a third party may have obtained or may be about to obtain unauthorized access to the Licensed Materials, and shall fully cooperate with STR in its efforts to mitigate the damages caused by any such breach or potential breach.

3.13 Conflicting Provisions. In the event that any provision of these Standard Terms and Conditions directly conflicts with any other provision of the Agreement, the conflicting terms of such other provision shall control.

3.14 Remedies. In addition to any other rights or remedies that STR may have, in the event of any termination by STR on account of a breach by Licensee, STR may, without refund, immediately terminate and discontinue any right of Licensee to receive additional Licensed Materials from STR.



STR Chain Scales – North America and Caribbean

Luxury

21c Museum Hotels
AKA
Andaz
Belmond
Conrad
Dorchester Collection
Edition
Fairmont
Four Seasons
Grand Hyatt
InterContinental
JW Marriott
Langham
Loews
Luxury Collection
Mandarin Oriental
Montage
Palace Resorts
Park Hyatt
Ritz-Carlton
RockResorts
Rosewood
Sixty Hotels
Sofitel
St Regis
Taj
The Peninsula
Thompson Hotels
Trump Hotel Collection
Valencia Group
Viceroy
W Hotel
Waldorf Astoria

Upper Upscale

Ace Hotel
Affinia
Autograph Collection
Club Quarters
Curio Collection
Delta
Dolce
Embassy Suites
Gaylord
Hard Rock
Hilton
Hyatt
Hyatt Centric

Hyatt Regency
Joie De Vivre
Kimpton
Le Meridien
Magnolia Hotel
Marriott
Marriott Conference Center
Millennium
Omni
Outrigger
Pan Pacific Hotel Group
Pestana
Pullman
Radisson Blu
Renaissance
Sheraton
Starhotels
Swissotel
Tribute Portfolio
Warwick Hotels
Westin
Wyndham

Upscale

AC Hotels by Marriott
aloft Hotel
Ascend Collection
Aston Hotel
Best Western Premier
Cambria Suites
Canad Inn
CitizenM Hotels
Club Med
Coast Hotels & Resorts USA
Courtyard
Crowne Plaza
Disney Hotels
Double Tree
element
EVEN Hotels
Four Points
Graduate Hotels
Grand America
Great Wolf Lodge
Hilton Garden Inn
Homewood Suites

Hotel Indigo
Hyatt House
Hyatt Place
Larkspur Landing
Legacy Vacation Club
Melia
Miyako Hotels
Novotel
NYLO Hotel
Prince Hotel
Radisson
Residence Inn
Room Mate
Shell Vacations Club
Sonesta Hotel
Springhill Suites
Staybridge Suites
Stoney Creek
Vacation Condos by Outrigger

Upper Midscale

Ayres
Aqua Hotels
Best Western Plus
Boarders Inn & Suites
Centerstone Hotels
Chase Suites
Clarion
Cobblestone
Comfort Inn
Comfort Suites
Country Inn & Suites
Doubletree Club
Drury Inn
Drury Inn & Suites
Drury Plaza Hotel
Drury Suites
Fairfield Inn
Golden Tulip
Hampton Inn
Hampton Inn & Suites
Holiday Inn
Holiday Inn Express
Home2 Suites by Hilton
Isle of Capri
Lexington
MOXY

OHANA
Oxford Suites
Park Inn
Phoenix Inn
Ramada Plaza
Red Lion Hotels
Silver Cloud
Sonesta ES Suites
Tryp by Wyndham
TownePlace Suites
Westmark
Wyndham Garden Hotel
Xanterra

Midscale

3 Palms Hotels & Resorts
A Victory Hotels
AmericInn
Baymont Inn & Suites
Best Western
Candlewood Suites
ClubHouse
Crossings by GrandStay
Crystal Inn
FairBridge Inn
GrandStay
Residential Suites
Hawthorn Suites
by Wyndham
InnSuites Hotel
Lakeview
Distinctive Hotels
La Quinta Inn & Suites
MainStay Suites
Oak Tree Inn
Quality Inn
Ramada
Red Lion Inn & Suites
Settle Inn
Shilo Inn
Sleep Inn
Vagabond Inn
Vista
Wingate by Wyndham
Yotel

Economy

Affordable Suites
of America
America's Best Inn
America's Best Value Inn
Budget Host
Budget Suites of America
Budgetel
Country Hearth Inn
Crestwood Suites
Crossland Suites
Days Inn
Econo Lodge
Extended Stay America
E-Z 8
Family Inns of America
Good Nite Inn
GuestHouse Inn
Home-Towne Suites
Howard Johnson
InTown Suites
Jameson Inn
Key West Inn
Knights Inn
Lite Hotels
Masters Inn
Microtel Inn & Suites by Wyndham
Motel 6
National 9
Passport Inn
Pear Tree Inn
Red Carpet Inn
Red Roof Inn
Rodeway Inn
Savannah Suites
Scottish Inn
Select Inn
Studio 6
Suburban Extended Stay
Sun Suites Hotels
Super 8
Travelodge
Value Place
WoodSpring Suites

Brands/Chains are slotted by Chain Scale based on the previous year's annual system wide (global) Average Daily Rate. Rate ranges defining each Chain Scale are determined by STR. The STR Chain Scales – North America and Caribbean is a subset of the larger Global Chain Scale list. Brand Chain Scale pairings are consistent with each list. Brands listed above are located in U.S., Mexico, Caribbean and Canada. If you have any questions about the Chain Scales, please email support@str.com. Copyright 2016. STR, Inc. Publishing or reproducing this information is strictly prohibited. www.str.com +1 (615) 824 8664. Last updated May 2016.



STR Chain Scales – North America and Caribbean

Luxury

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Luxury Collection
Mandarin Oriental
Montage
Palace Resorts
Park Hyatt
Ritz-Carlton
RockResorts
Rosewood
Sixty Hotels
Sofitel
St Regis
Taj
The Peninsula
Thompson Hotels
Trump Hotel Collection
Valencia Group
Viceroy
W Hotel
Waldorf Astoria

Upper Upscale

Ace Hotel
Affinia
Autograph Collection
Club Quarters
Curio Collection
Delta
Dolce
Embassy Suites
Gaylord
Hard Rock
Hilton
Hyatt
Hyatt Centric

Hyatt Regency
Joie De Vivre
Kimpton
Le Meridien
Magnolia Hotel
Marriott
Marriott Conference Center
Millennium
Omni
Outrigger
Pan Pacific Hotel Group
Pestana
Pullman
Radisson Blu
Renaissance
Sheraton
Starhotels
Swissotel
Tribute Portfolio
Warwick Hotels
Westin
Wyndham

Upscale

AC Hotels by Marriott
aloft Hotel
Ascend Collection
Aston Hotel
Best Western Premier
Cambria Suites
Canad Inn
CitizenM Hotels
Club Med
Coast Hotels & Resorts USA
Courtyard
Crowne Plaza
Disney Hotels
Double Tree
element
EVEN Hotels
Four Points
Graduate Hotels
Grand America
Great Wolf Lodge
Hilton Garden Inn
Homewood Suites

Hotel Indigo
Hyatt House
Hyatt Place
Larkspur Landing
Legacy Vacation Club
Melia
Miyako Hotels
Novotel
NYLO Hotel
Prince Hotel
Radisson
Residence Inn
Room Mate
Shell Vacations Club
Sonesta Hotel
Springhill Suites
Staybridge Suites
Stoney Creek
Vacation Condos by Outrigger

Upper Midscale

Ayres
Aqua Hotels
Best Western Plus
Boarders Inn & Suites
Centerstone Hotels
Chase Suites
Clarion
Cobblestone
Comfort Inn
Comfort Suites
Country Inn & Suites
Doubletree Club
Drury Inn
Drury Inn & Suites
Drury Plaza Hotel
Drury Suites
Fairfield Inn
Golden Tulip
Hampton Inn
Hampton Inn & Suites
Holiday Inn
Holiday Inn Express
Home2 Suites by Hilton
Isle of Capri
Lexington
MOXY

OHANA
Oxford Suites
Park Inn
Phoenix Inn
Ramada Plaza
Red Lion Hotels
Silver Cloud
Sonesta ES Suites
Tryp by Wyndham
TownePlace Suites
Westmark
Wyndham Garden Hotel
Xanterra

Midscale

3 Palms Hotels & Resorts
A Victory Hotels
AmericInn
Baymont Inn & Suites
Best Western
Candlewood Suites
ClubHouse
Crossings by GrandStay
Crystal Inn
FairBridge Inn
GrandStay
Residential Suites
Hawthorn Suites
by Wyndham
InnSuites Hotel
Lakeview
Distinctive Hotels
La Quinta Inn & Suites
MainStay Suites
Oak Tree Inn
Quality Inn
Ramada
Red Lion Inn & Suites
Settle Inn
Shilo Inn
Sleep Inn
Vagabond Inn
Vista
Wingate by Wyndham
Yotel

Economy

Affordable Suites
of America
America's Best Inn
America's Best Value Inn
Budget Host
Budget Suites of America
Budgetel
Country Hearth Inn
Crestwood Suites
Crossland Suites
Days Inn
Econo Lodge
Extended Stay America
E-Z 8
Family Inns of America
Good Nite Inn
GuestHouse Inn
Home-Towne Suites
Howard Johnson
InTown Suites
Jameson Inn
Key West Inn
Knights Inn
Lite Hotels
Masters Inn
Microtel Inn & Suites by Wyndham
Motel 6
National 9
Passport Inn
Pear Tree Inn
Red Carpet Inn
Red Roof Inn
Rodeway Inn
Savannah Suites
Scottish Inn
Select Inn
Studio 6
Suburban Extended Stay
Sun Suites Hotels
Super 8
Travelodge
Value Place
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DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project located in Beatrice, NE. We have studied the market area for additional demand for a lodging facility and the results of our fieldwork and analysis are presented in this report. We have also made recommendations for the scope of the proposed project, including general site location, size of hotel, and brand segment.

We hereby certify that we have no undisclosed interest in the property and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

The conclusions presented in this report are based upon the information available and received at the time the report was filed. Core Distinction Group, LLC (“CDG”) has taken every possible precaution to evaluate this information for its complete accuracy and reliability. Parts of this report were prepared or arranged by third-party contributors, as indicated throughout the document. While third-party contributions have been reviewed by CDG for reasonableness and consistency for including in this report, third-party information has not been fully audited or sought to be verified by CDG. CDG does not provide financial advice.

It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the information received upon which those opinions have been based. CDG assumes no responsibility for changes in the marketplace. CDG assumes no responsibility for information that becomes outdated once this report is written; nor are we responsible for keeping this information current after the date of the final document presentation.

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It is presumed that those reading this report understand the contents and recommendations. If this reader is unclear of understanding the contents, clarification can be received directly from a representative of CDG. While the terms of CDG’s engagement do not require that revisions be made to this report to reflect events or conditions which occur subsequent to the date of completion of fieldwork, we are available to discuss the necessity for revisions in view of changes in the economic climate or market factors affecting the proposed hotel project.

Please do not hesitate to call should you have any comments or questions.

Sincerely,
Core Distinction Group, LLC

Lisa L. Pennau
Owner