

GSG **Market** **Feasibility Study**

Greene County, AL



TYPES OF ANALYSIS

AREA

SITE

ECONOMIC

DEMAND

SUPPLY

FINANCIAL

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This report was commissioned by the Alabama Small Business Development Center (SBDC) based at The University of Alabama for use by the Greene County Industrial Development Authority to identify and promote economic development opportunities for Greene County, Alabama. All opinions, conclusions, and or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the Alabama SBDC at The University of Alabama.

I. INTRODUCTION

Scope and Purpose

The following Market Feasibility Study will review the proposed development of a hotel project in Greene County, AL. At the time of this report the size of the proposed hotel would be 45 guest rooms. The proposed site for the hotel is located at exit 40 in Eutaw, AL. This site's high traffic and proximity to the Love's Travel Stop make it ideal.

Growth Services Group, LLC (GSG) was contracted to provide a Market Feasibility Study for the Greene County, AL market area. This Market Study provides a demographic and economic overview of the subject area to determine the overall feasibility of a new hotel development. The purpose of this Market Study is to estimate the perceived demand and to estimate financial performance of a new hotel in Greene County, AL.

GSG has analyzed market conditions, economic and demographic factors, and site conditions to determine their impact on the proposed project. GSG has utilized both primary and secondary data sources that are assumed to be correct to analyze the subject area's demand for additional rooms. Research also included local interviews with area representatives from a variety of public and private sector organizations. The Report includes primary data and input regarding the overall feasibility of the project today and analyzes the potential for future growth in demand in the subject area.

The GSG Market Feasibility Study Report addresses the estimated operating performance of the project and provides recommendations as to size and scope of the development. The study provides owners, investors, operators and lenders with a snapshot of the overall feasibility of the project based on market conditions at the time of the survey, and all data is provided for discussion purposes only. Future macroeconomic events affecting travel and the economy cannot be predicted and may impact the development and performance of this project. GSG makes no representations regarding the development or possible investments. Potential developers and investors should rely on their own due diligence when making investment decisions.

In addition, estimated financial performance projections have been prepared based on current operating performance in the market area as determined through a competitive analysis and review of industry data. Occupancy, average daily room rate, and sales revenue projections for the hotel were based upon a detailed review of comparable sales, field research data, and surveys. Recommendations as to the property type, property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for the proposed facility at the time and are included as a suggestion only.

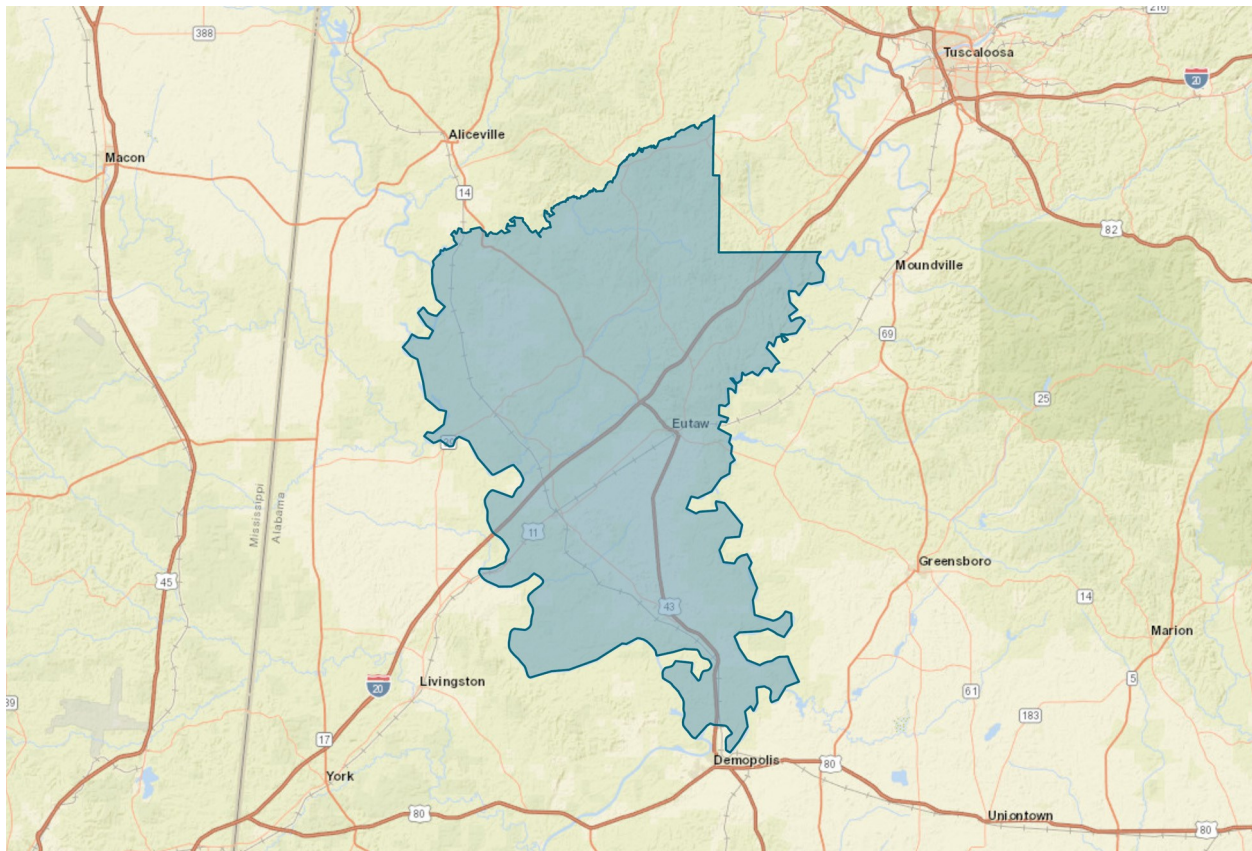
This Feasibility Study represents compiled data from the most up-to-date sources available to GSG at the time the report was completed and GSG cannot be held responsible for updates or changes to data that occurred after each data source was accessed.

II. DATA and ANALYSIS

Area Analysis

Proposed Location

The market area for this proposed hotel site is located in Greene County, in Western Alabama. Greene County, AL includes, and is surrounded by, several smaller communities and is centrally located on the I-20 corridor between multiple major metropolitan areas. The closest city with a population of approximately 100,000 is Tuscaloosa, AL (36 miles, pop. 99,390)—home to the University of Alabama. The closest city with a Metropolitan Statistical Area (MSA) population greater than 1,000,000 is Birmingham-Hoover, AL (87 miles, pop. 1,085,330). Additionally, the Mississippi border is just 40-miles west of central Greene County, along Interstate 20, with Meridian, MS (pop. 36,347) just across the border.



About Greene County

Established on December 13, 1819, Greene County, Alabama consists of 660 square miles in west-central Alabama. Greene County has a population of 7,730 people, 2,951 households, and 1,542 families as of the 2020 census and includes the city of Eutaw (county seat); the towns of Boligee, Forkland, and Union; as well as a number of unincorporated communities.

The community includes stops on the Civil Rights Trail, multiple event venues, and 47

homes on the Historic Register. Each year visitors come to the area for the Black Belt Folk Roots Festival, the Greene County Historical Society's Tour of Homes, and University of Alabama athletic events in nearby Tuscaloosa.

Interstate 20/Interstate 59, U.S. Route 11, U.S. Route 43, State Route 14, and State Route 39 all pass through Greene County carrying tens of thousands of travelers each day.



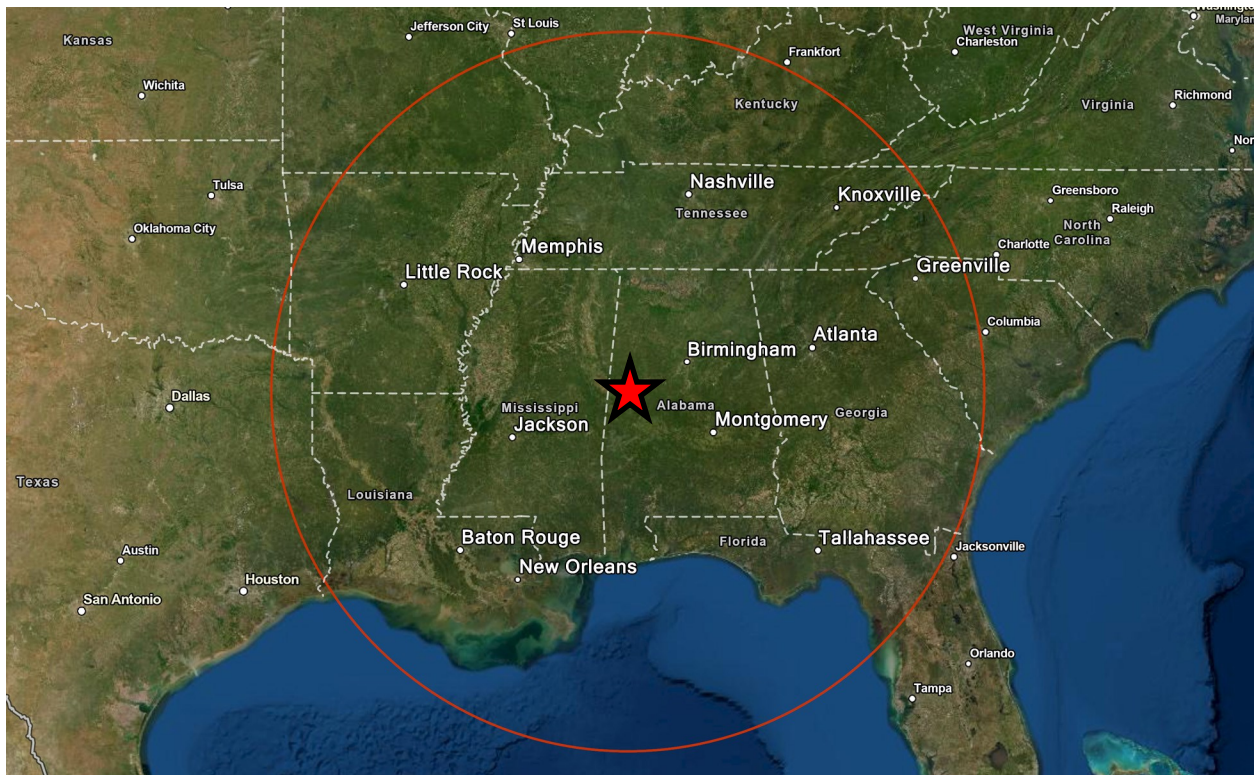
Former Greene County Courthouse on Historic Eutaw Square



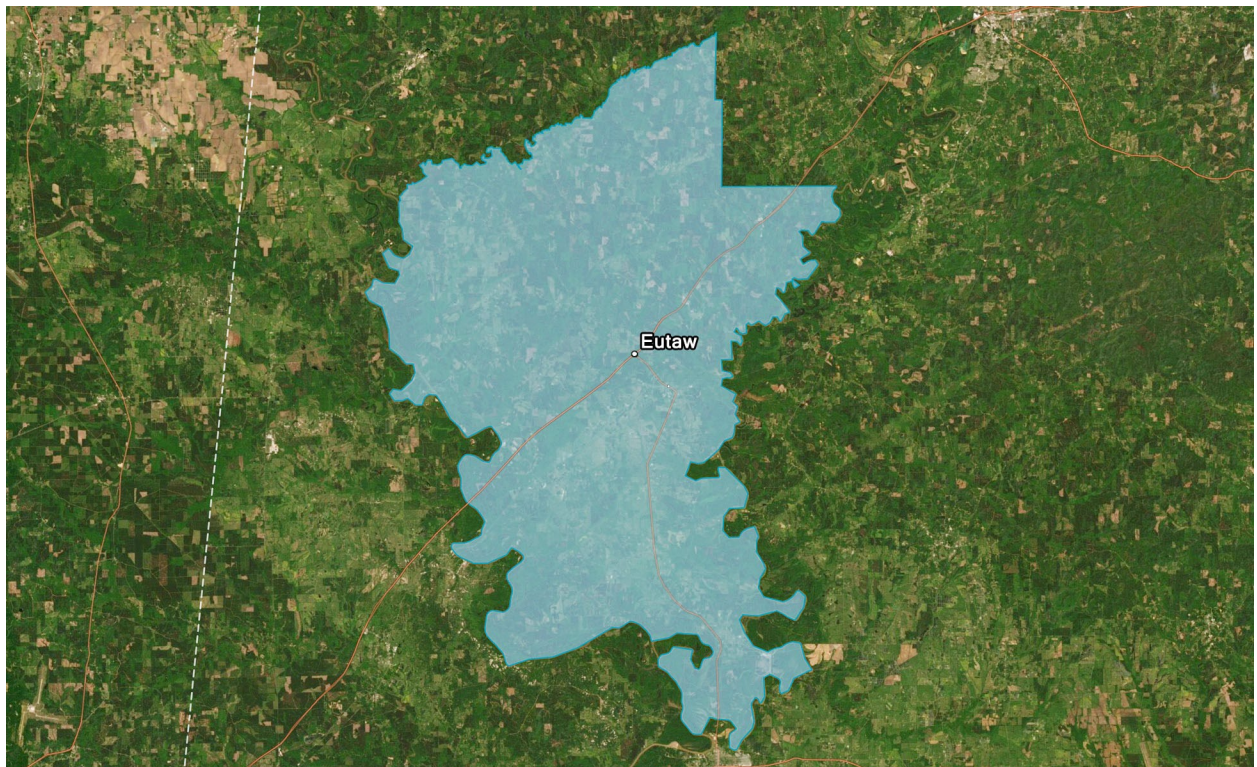
Aerial View, City of Eutaw , AL (Credit: Tyler Sellers)

Market Maps

Greene County, AL—400 Mile Radius

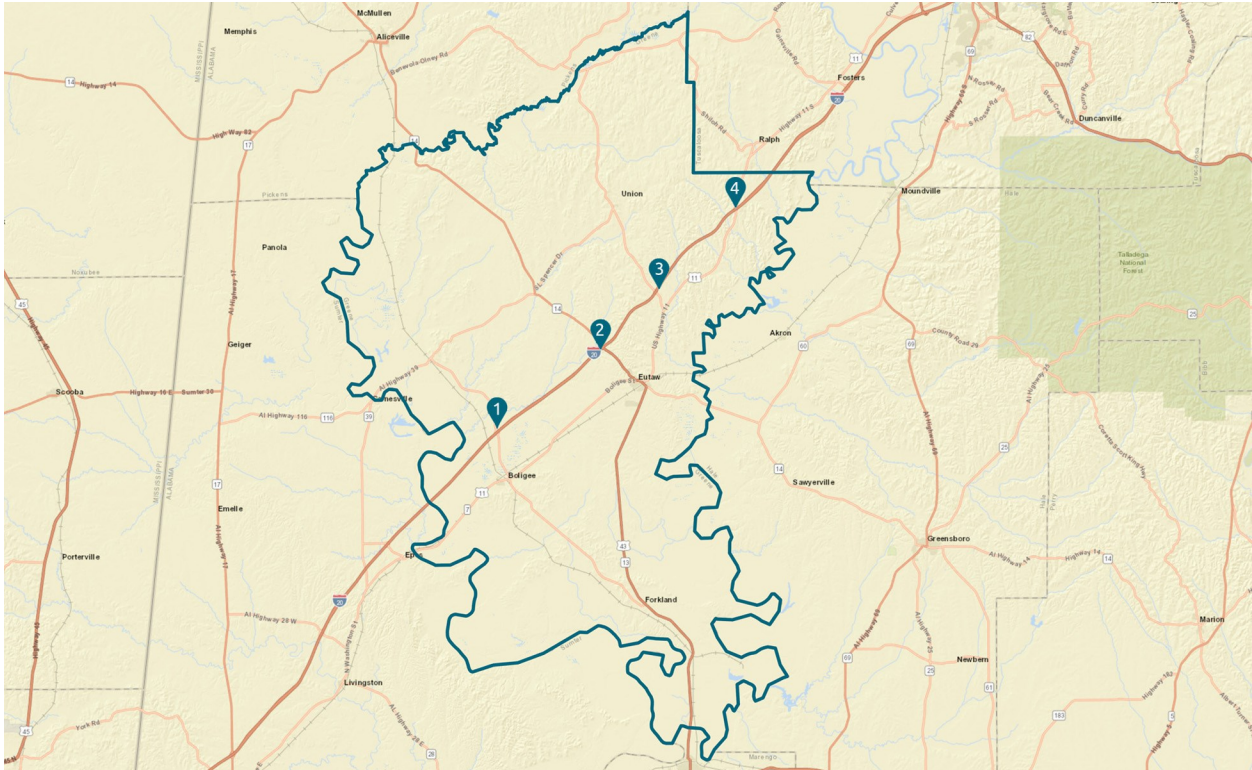


Greene County, AL—County Boundaries



Site Analysis

Proposed Sites Summary



Greene County has multiple potential locations available for a new hotel, shown on the map above.

Site 1: Exit 32, Boligee, AL

Lot adjacent to west-bound exit ramp is owned by Greene County IDA.

Site 2: Exit 40, Eutaw, AL

Lot adjacent to Love's Travel Stop, east-bound exit ramp.

Site 3: Exit 45, Eutaw, AL

Multiple lots available at this exit; gaming destinations located at this exit.

Site 4: Exit 52, Knoxville, AL

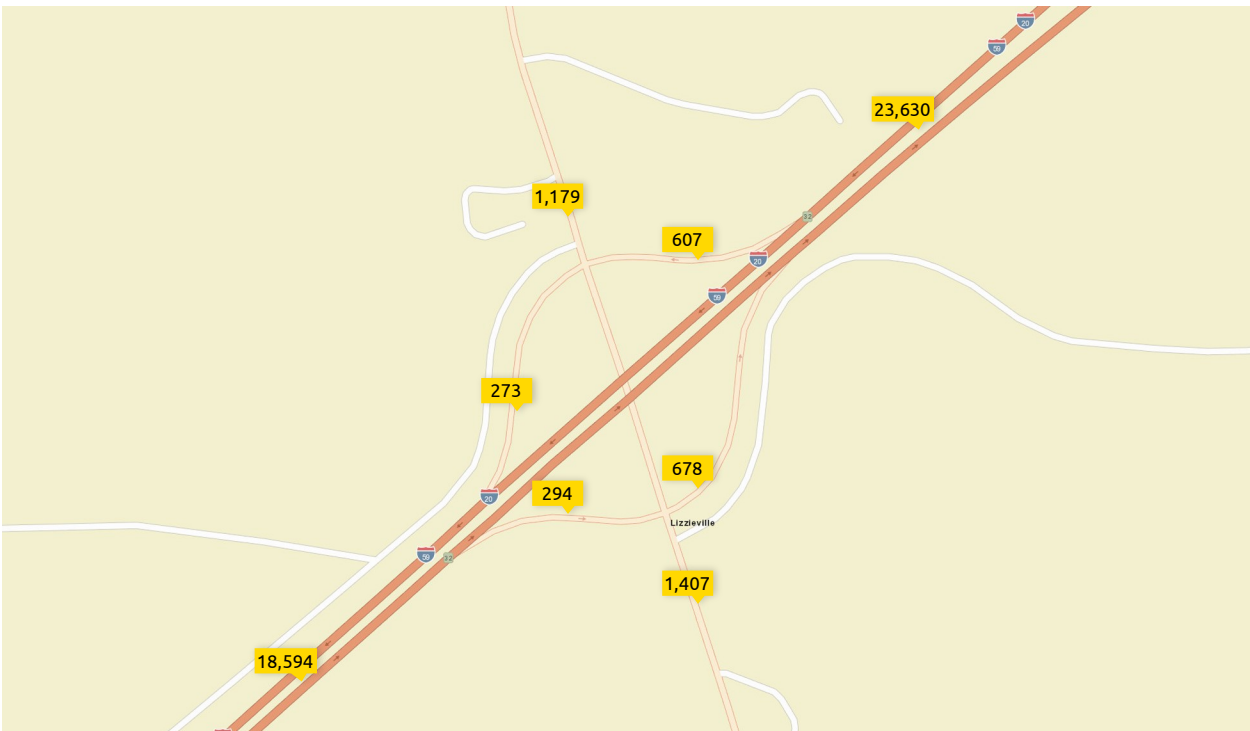
Multiple lots available; gaming destinations located at this exit.

Site 1: Exit 32, Boligee, AL

Aerial View



Average Daily Traffic Count



Traffic Counts represent total traffic in both directions.

Site 2: Exit 40, Eutaw, AL

Aerial View



Average Daily Traffic Count



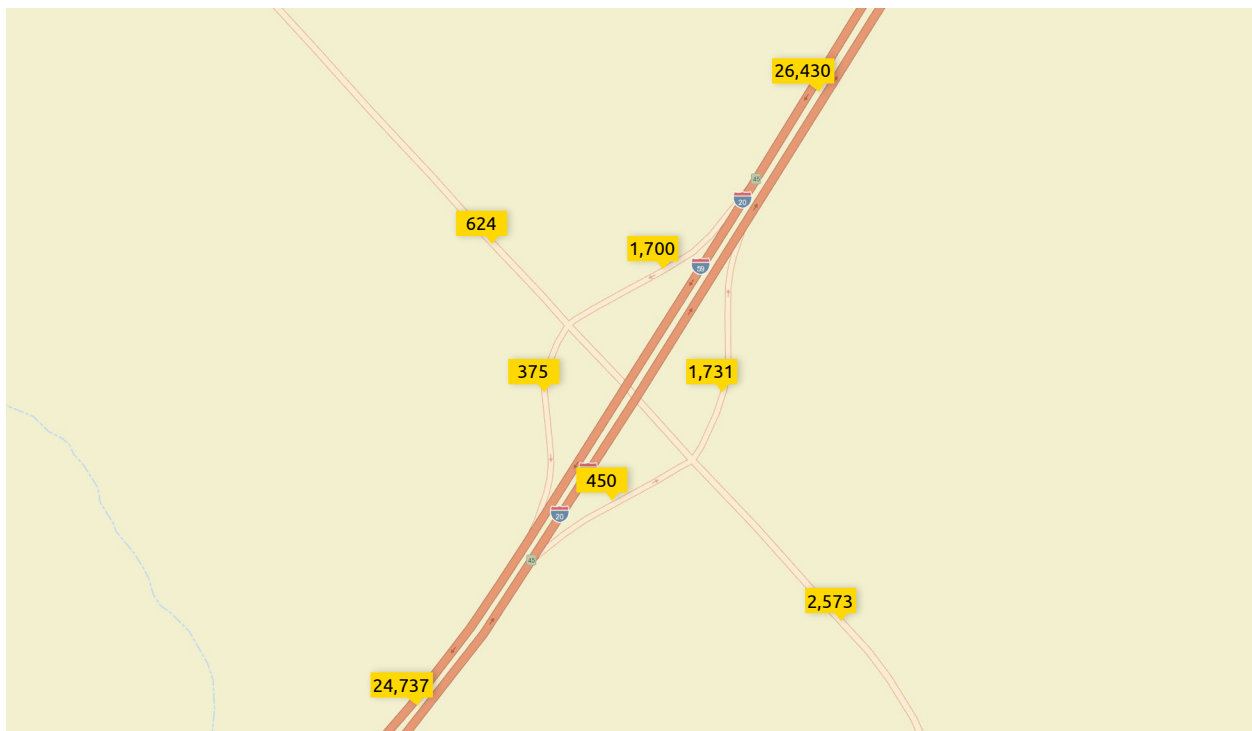
Traffic Counts represent total traffic in both directions.

Site 3: Exit 45, Eutaw, AL

Aerial View



Average Daily Traffic Count



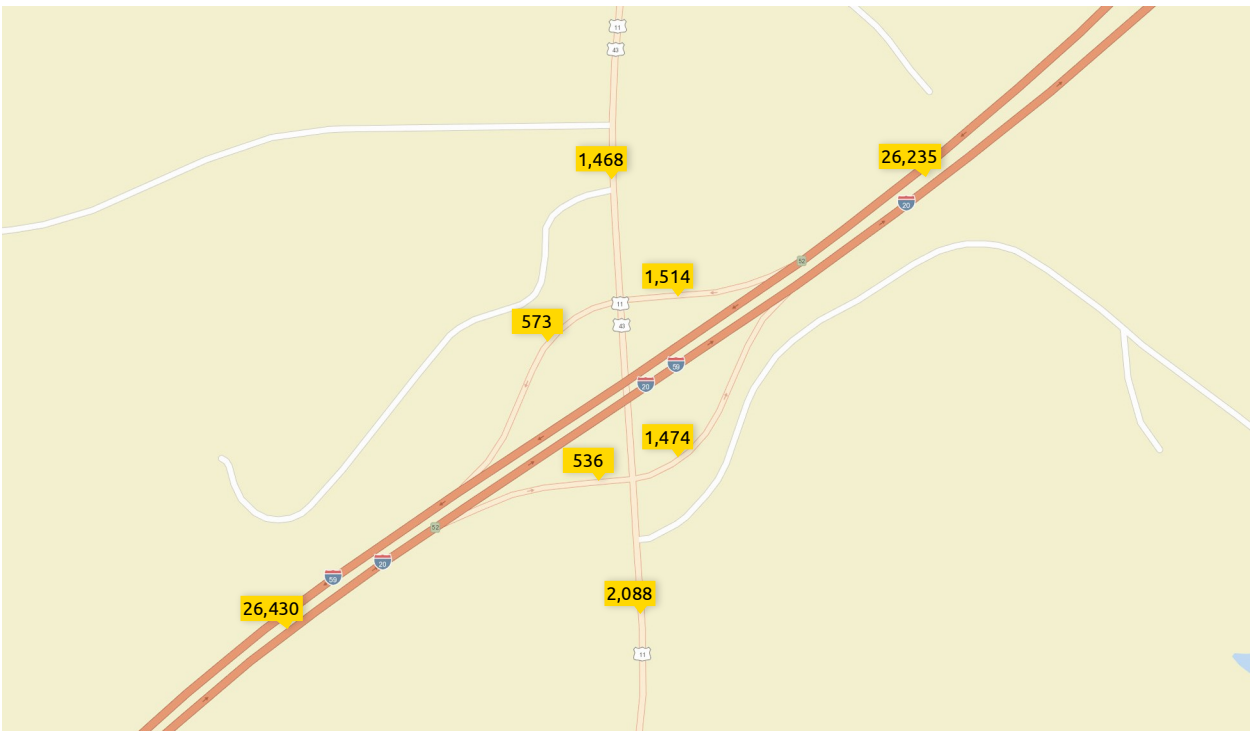
Traffic Counts represent total traffic in both directions.

Site 4: Exit 52, Knoxville, AL

Aerial View



Average Daily Traffic Count



Traffic Counts represent total traffic in both directions.

Proposed Site Evaluation

Site Evaluation

Site 2, located at exit 40 in Eutaw, AL, is the proposed site. The site is immediately adjacent to the Love's Travel Stop, consists of a 5 acre parcel of land, and offers high traffic counts traveling along I-20/59 as well as along Route 14. The Love's Travel Stop draws considerable traffic from the interstate.

Site 2 has an Overall Location Rating of Excellent. This rating was determined due to excellent visibility and accessibility for potential customers, adjacency to the Love's, and excellent development potential for this proposed hotel site. Alternative sites were reviewed as listed previously in this study.

Proposed Site: Site 2: Exit 40, Eutaw, AL	Evaluation
Accessibility	Excellent
Availability of Utilities	Excellent
Land Cost	Fair
Site Prep	Excellent
Visibility	Excellent
Zoning	Excellent
Overall Location Rating	Excellent

Evaluation Criteria	Fair	Good	Excellent
Accessibility	Challenging to access	Accessible with minimal inconvenience	Readily accessible off of a major roadway
Availability of Utilities	Utilities not available nearby (or unknown)	Utilities available nearby	Utilities on site
Land Cost	Highest price point (or unknown)	Midrange price point	Lowest price point
Site Prep	Significant site prep required (or unknown)	Moderate site prep required	Minimal site prep required
Visibility	Not visible from highway/interstate	Can be seen from a highway/interstate	Easily visible from major highway/interstate
Zoning	Rezoning required (or unknown)	Rezoning required but confirmed possible	Zoned correctly

Utilities

Note: rates are estimates and may vary on project-by-project basis

Electric Rates:

Customer Charge - per month \$50.00

Capacity Charge - per kW of Total Billing Capacity \$4.74

Energy Charge (per kWh)	First 250 kWh	All Over 250 kWh
	10.7183¢	8.752¢

Water Rates:

Minimum	Base	Each Additional Thousand
10,000 gal	\$62.52	\$5.89

Sewer Rates:

Minimum	Base	Each Additional Thousand
2,000 gal	\$8.59	\$1.55

Gas Rates:

Customer Charge - per month \$15.02

Usage Charge (per Ccf)	First 150 Ccf	Next 600 Ccf	All Over 750 Ccf
	\$1.3961	\$1.2421	\$1.1721

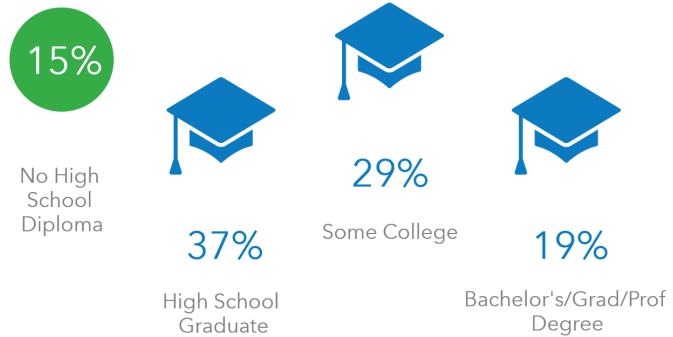
Economic Analysis

HOTEL MARKET QUICK FACTS

Greene County, AL + 10 Mile Buffer



EDUCATION



BUSINESS



1,582

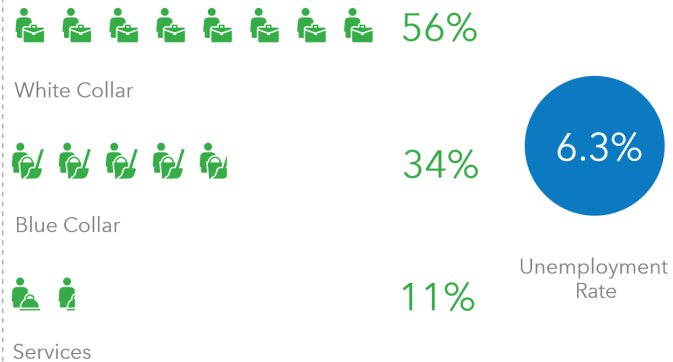
Total Businesses



15,497

Total Employees

EMPLOYMENT



INTERNET ACCESS



53%

Use Computer



73%

Use Cell Phone

KEY FACTS

55,603

Population

40.5

Median Age



2.46

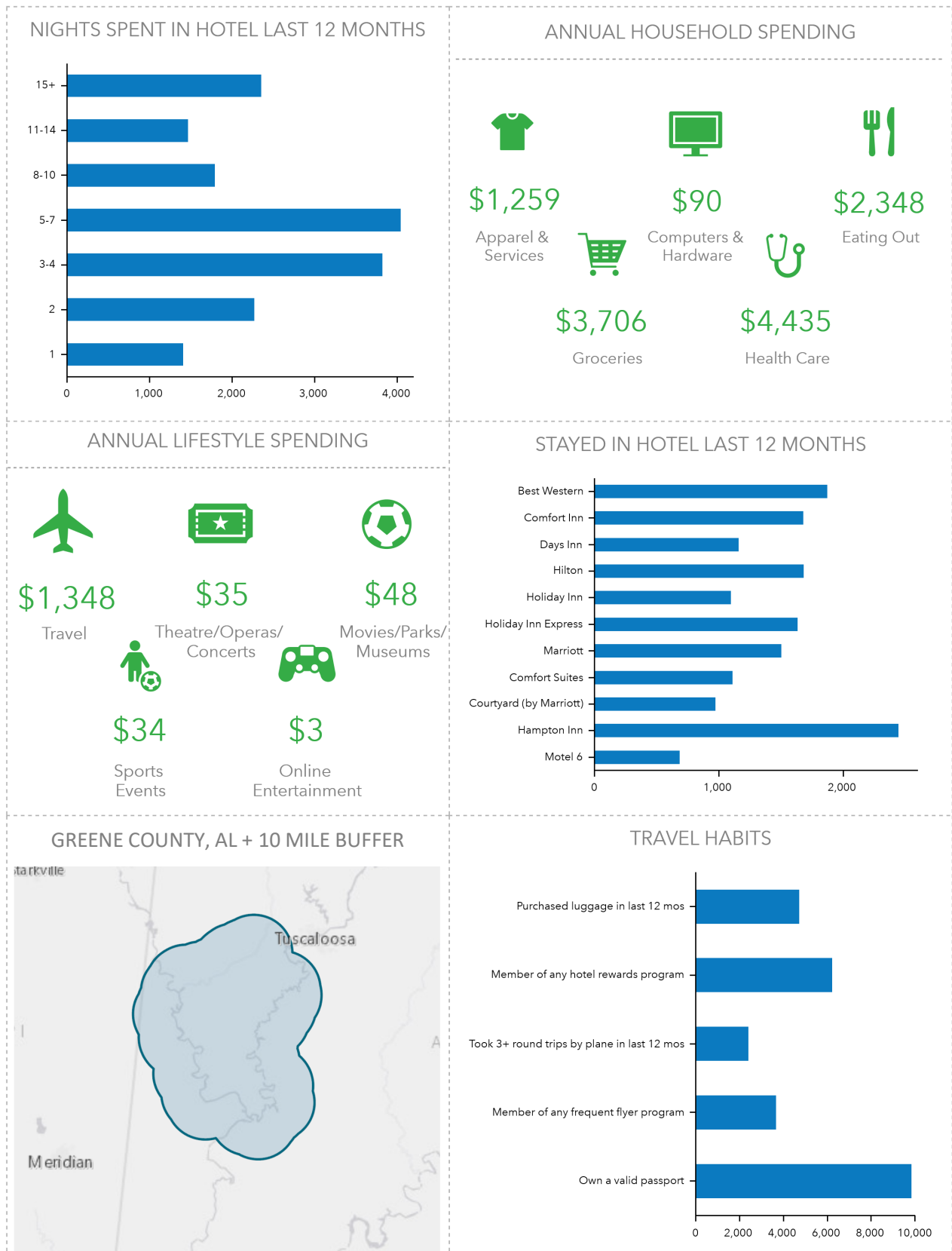
Average Household Size

\$36,762

Median Household Income

Extended summaries of Greene County's population and retail expenditures are available in Appendices A through E.

Economic Analysis



Extended summaries of Greene County's population and retail expenditures are available in Appendices A through E.

Workforce Analysis

Business Summary

Refer to Appendix F for a more detailed Business Summary for Greene County.

Top 5 Business Sectors in Greene County (by number of businesses)

Business Sector (by NAICS codes)	Businesses	% of Total	Employees	% of Total
Retail Trade	42	16.8%	212	10.0%
Public Administration	41	16.4%	284	13.4%
Other Services (ex. Public Admin.)	35	14.0%	80	3.8%
Real Estate, Rental & Leasing	18	7.2%	61	2.9%
Health Care & Social Assistance	16	6.4%	373	17.6%
Total	250	100%	2,124	100%

Source: ESRI

Top 5 Business Sectors in Greene County (by number of employees)

Business Sector (by NAICS codes)	Businesses	% of Total	Employees	% of Total
Health Care & Social Assistance	16	6.4%	373	17.6%
Public Administration	41	16.4%	284	13.4%
Manufacturing	4	1.6%	283	13.3%
Educational Services	8	3.2%	221	10.4%
Retail Trade	42	16.8%	212	10.0%
Total	250	100%	2,124	100%

Source: ESRI

Top 10 Employers in Greene County (by number of employees)

Business Name	Employees
Greene County Health System	200
WestRock	200
Greene County Board Of Education	182
Consolidated Catfish Producers	125
Alabama Power Company Steam Plant	124
GreeneTrack	100
Greene County Highway Department	80
ICP Group, Incorporated	40
Greene County Health Department	30
Eutaw Hardwood Dimensions Company	25

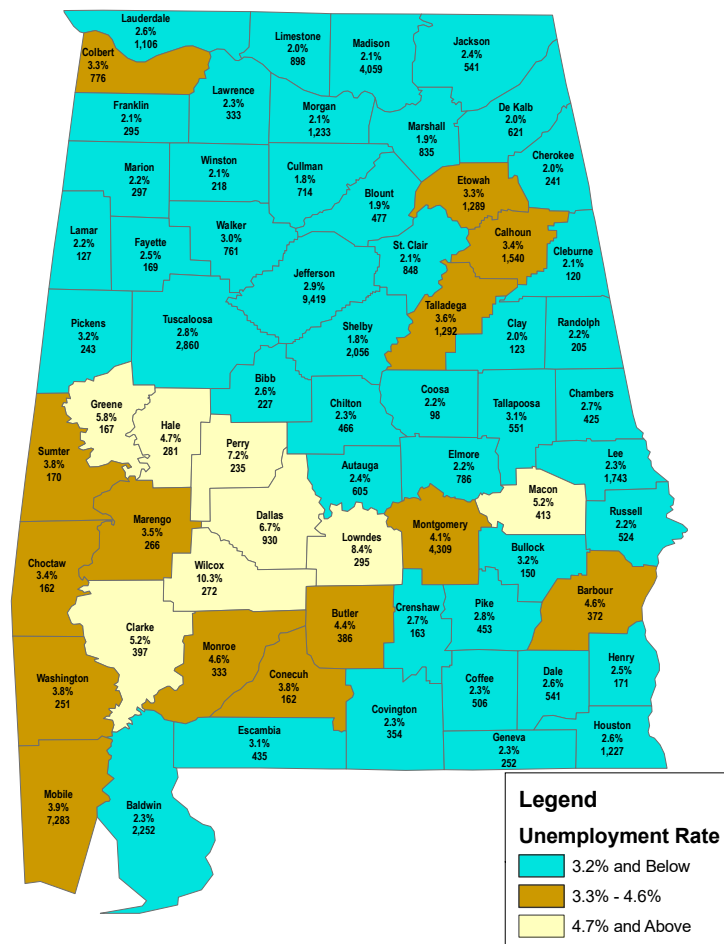
Source: Adapted from Reference USA

*Unemployment Rates (not seasonally adjusted)**

Month and year	Greene County	Alabama	National
January 2021	8.4%	4.0%	6.8%
February 2021	7.7%	3.7%	6.6%
March 2021	7.2%	3.4%	6.2%
April 2021	6.0%	2.9%	5.7%
May 2021	5.7%	2.9%	5.5%
June 2021	7.3%	3.7%	6.1%
July 2021	7.1%	3.4%	5.7%
August 2021	6.7%	3.4%	5.3%
September 2021	6.1%	3.0%	4.6%
October 2021	5.9%	2.7%	4.3%
November 2021	6.0%	3.0%	3.9%
December 2021	5.8%	2.8%	3.7%

*Source—US Bureau of Labor Statistics (above); Alabama Department of Labor (below)

**Number Unemployed and Unemployment Rate
December 2021**



Education

Colleges/Universities near Greene County

University of West Alabama Livingston, AL (about 25 miles)	Total Enrollment: 5,734 (4,995 Full-time) Undergraduate Enrollment: 2,248 (1,775 Full-time)
The University of Alabama Tuscaloosa, AL (about 36 miles)	Total Enrollment: 37,840 (31,533 Full-time) Undergraduate Enrollment: 31,670 (27,750 Full-time)
Shelton State Community College Tuscaloosa, AL (about 36 miles)	Total Enrollment: 3,743 (1,603 Full-time)
Stillman College Tuscaloosa, AL (about 36 miles)	Total Enrollment: 712 (650 Full-time)
East Mississippi Community College Scooba, MS (about 39 miles)	Total Enrollment: 3,392 (2,299 Full-time)

Public High Schools in Greene County

Greene County High School 14221 Highway 11 South Eutaw, AL 35462	Grades: 9-12 Enrollment (2019-2020): 299
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Public Elementary/Middle Schools in Greene County

Eutaw Primary School 212 Eutaw Ave Eutaw, AL 35462	Grades: Pre-K–3 Enrollment (2019-2020): 360
Robert Brown Middle School 623 Mesopotamia Street Eutaw, AL 35462	Grades: 4-8 Enrollment (2019-2020): 353

Demand Analysis

Domestic Travel Market Potential for Greene County

Refer to Appendix G for a more detailed Retail Market Potential Summary for Greene County.

Domestic Travel Market Potential for Greene County

Travel by Adults	Expected Number (adults or households)	% of adults or households	MPI*
Domestic travel in last 12 months	2,221	33.9	63
Took 3+ domestic non-business trips in last 12 months	290	4.4	35
Used general travel website for domestic travel in last 12 months	213	3.2	48
Nights spent in hotel/motel in last 12 months	1,960	29.9	64
Member of any hotel rewards program	791	12.1	57
Spent on domestic vacations in last 12 months:			
<\$1,000	428	6.5	62
\$1,000-\$1,499	253	3.9	60
\$1,500-\$1,999	221	3.4	84
\$2,000-\$2,999	195	3.0	68
\$3,000+	256	3.9	55

*Market Potential Index—relative likelihood to exhibit certain consumer behavior/purchasing pattern compared to US, where 100 = US average

Source: ESRI

Greene County Area Events and Attractions (partial list)

University of Alabama



- The University of Alabama in nearby Tuscaloosa draws large numbers of visitors throughout the year, especially in the fall for Crimson Tide football games which can bring up to 100,000 visitors.

Historic Homes



- Greene County has an impressive 47 homes on the Historic Register, attracting visitors from all around.

Bingo Halls



- Greene County boasts six electronic bingo establishments, hosting spectacular events around all national holidays. Halls include GreeneTrack, Palace Bingo, Marvel City Bingo, Frontier, River's Edge, and Bama Bingo.

Boligee Day



- Hosted annually on the first Saturday in September, Boligee Day is a celebration with food, crafts, music, mule-wagon rides and other activities for children.

Sheriff Thomas Gilmore Square



- Part of the Civil Rights Trail, The Historic Thomas Earl Gilmore, Sr. Square in Eutaw is named for Sheriff Gilmore who was the first African-American Sheriff elected in Greene County and the second African-American Sheriff elected in Alabama since Reconstruction. Sheriff Gilmore never carried a gun.

Greene County Area Events and Attractions (partial list)

Robertson's Barn



- Robertson's Barn, in Fosters, Alabama, hosts weddings and other special events in its unique venue.

Greene County Freedom Day



- Annual event, hosted for more than 50 years to commemorate the July 29, 1969 Special Election in the county that elected the first four Black County Commissioners and two additional Black school board members, which gave Black people control of the major agencies of government for the first time.

Leavellwood Lodge



- Leavellwood Lodge offers hunting for whitetail deer and Eastern wild turkey, and fishing in managed lakes for largemouth bass and bream.
- The semi-enclosed 2,000 sq ft pavilion is ideal for hosting outdoor events and weddings.

Black Belt Folk Roots Festival



- The Black Belt Folk Roots Festival, first produced in 1975, is an annual celebration that pays tribute to those persons recognized as bearers of the folkways, traditions and culture of the West Alabama region.
- Attendance is estimated at 2,500

Greene County Historical Society's Annual Tour of Homes



- The Annual Tour of Homes is the major fundraiser for the Greene County Historical Society. The tour is held each year on the second weekend in October.

Local Restaurants/Dining (partial list, info source: x.com/dining)

Sevens
1085 Co Rd 208
Eutaw, AL 35462
(205) 346-2043

Cajun Café
208 Main Street
Eutaw, AL 35462
(205) 346-2008

Square Roots Restaurant
103 Boligee Street
Eutaw, AL 35462

Boligee Café
6688 US Highway 11
Boligee, AL 35443
(205) 336-8701

Subway Sandwiches & Salads
1000 County Road 208
Eutaw, AL 35462

Atkins BBQ
2041 Highway 43
Eutaw, AL 35462

Hardee's
At Love's Travel Stop
7561 Mesopotamia Street
Eutaw, AL 35462
(205) 372-9244

Godfather's Pizza
At Love's Travel Stop
7561 Mesopotamia Street
Eutaw, AL 35462
(205) 372-9247

Chester's Chicken
At Love's Travel Stop
7561 Mesopotamia Street
Eutaw, AL 35462
(205) 372-9247

Transportation

Highways and Interstates

Greene County is located along Interstate 20/59 with 4 exits in the county (Exit 32, Exit 40, Exit 45, and Exit 52). US Route 11, US Route 43 , and US Route 80 also pass through the county.

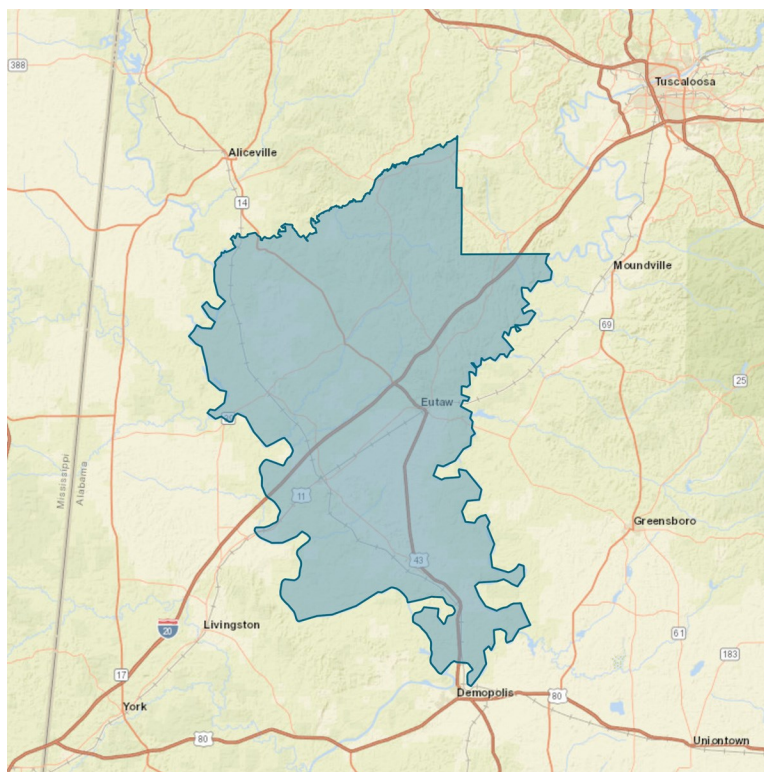
Bus and Train Routes

Greyhound offers bus service out of Eutaw, AL, in the heart of Greene County.

The nearest Amtrak station is 35 miles northeast in Tuscaloosa, AL.

Airport

Greene County is served by local airports in Aliceville, AL (George Downer Airport) and Tuscaloosa, AL (Tuscaloosa Regional Airport), both approximately 30 miles from the county center as well as Demopolis Municipal Airport in Demopolis, AL (35 miles). Meridian Regional Airport in Meridian, MS is the closest commercial airport (60 miles) and Birmingham-Shuttlesworth International Airport in Birmingham, AL (90 miles) is the closest international airport. Eutaw Municipal Airport is currently undergoing renovations.



Commuting Statistic	Greene County	Alabama	National
Average one way commute	31 min	25 min	26 min
Workers who carpool	23.1%	8.5%	9.0%
Workers taking public transportation	0.0%	0.3%	5.0%
Workers who walk to work	0.8%	1.1%	2.7%
Working from home	3.0%	3.3%	5.2%

Source: US Census Bureau American Community Survey (ACS)

Community Interviews

Interview 1

Respondent believes that with hotel accommodations, Eutaw/Greene County could host a number of conferences like Mayor's Association, Clerks Association, Municipal League, City Council, Magistrates etc. The City/County are not able to bid for hosting at this time due to lack of overnight accommodations; the facilities to host the events exist with the R. H. Young Community Center. These conferences are 2-3 days and include representatives from all Alabama municipalities. In addition, attendees may stay an additional day and possibly bring family to tour the 47 historical homes (on the Historic Register) and other attractions in Greene County. The community also sees significant overflow from the University of Alabama sporting events like Football and Basketball in nearby Tuscaloosa. Respondent sees most guests needing 2-3 days at a time.

A bar and indoor pool would be well received – the community hosts a large number of large family reunions, class reunions and weddings (15-16 weddings a year just at the R. H. Young Community Center). Meeting space for conference sessions as well as employers in the area is needed, as well as banquet space for groups larger than 200 people. Extended stay rooms would be nice for construction workers in the area.

Currently, respondent recommends the local options to support the community first even though they are not always well received and also sends visitors to Tuscaloosa where there are many other options. Location and convenience are very important for those who are doing things in Greene County. Brand is also an important consideration for communicating expectations. Current options in the local market are acceptable but not good.

Overall, the community “definitely needs” a hotel to accommodate events, festivals, reunions and expand them for more attendees and more days.

Interview 2

Respondent's company has a need for overnight accommodations for visitors once a month for 4-5 rooms, 2-3 nights—in some instances, visitors stay a week at a time. Respondent sees an existing need for offsite meeting space with technology to allow employees to get off-campus and minimize interruptions. On-site dining and small gym would also be beneficial. Respondent sees extended stay needs for foreign visitors who typically stay 2-4 weeks.

Currently, respondent recommends staying in Tuscaloosa or the Best Western in Demopolis but notes that visitors do not like to drive 30 minutes to and from the facility. Notes that location is very important and guests are currently traveling up to 1.5 hours. Specific branding is less important so long as the accommodations are high quality. Local options are currently very poor.

Overall, respondent sees a need for lodging in the county given the next closest options are 30 miles north or 30 miles south. Also notes that a hotel would see overflow from Tuscaloosa; Greene County is positioned well on the interstate for overnight stays; and the Love's in Eutaw is full all the time and pulls a lot of Interstate traffic.

Interview 3

Respondent sees a need to accommodate numerous events hosted in the community. Two larger events (Roots Festival in August and the Pilgrimages in October) host from 500 to over 2,000 people. The community could both expand the number of attendees at events as well as the number of days for events with added rooms for overnight accommodations. Respondent noted that the community has 47 Historical Homes on the Historic Register which bring in visitors for tours. Several wedding and event venues in the area are sending guests to other areas for overnight accommodations.

Meeting rooms for 30-50 people, banquet space for 100-200 people, a fitness center, and a bar would all be desirable accommodations. Notes that current meeting space options can only host about 12 people. As there are no rental properties in Greene County, extended stay rooms would be a welcome option for temporary employees.

Respondent currently recommends local Air BNB first (only 4 rooms) then refers guests to Tuscaloosa options or the Demopolis Best Western. Location is very important but brand is only moderately important. Local options are poor.

Ultimately, respondent feels that a hotel is definitely needed to accommodate events, family reunions, school reunions etc. and new accommodations would pull stays from the Interstate traffic as well as Tuscaloosa and Livingston which both have events with overflow needs.

Interview 4

Respondent does not currently have a need for local accommodations but could host conferences if community/county had rooms to accommodate. A hotel with bar, restaurant and breakfast would be well received. Family Reunions, weddings etc. lack good local options.

Respondent believes that location and brand are very important. With recognizable brands, people know what to expect. Notes that it is important for facility to be well run and well maintained. Current local options are unacceptable.

Overall, respondent feels a new hotel is needed. Interstate has lots of traffic and the community/county are well positioned for overnight stays. Additional accommodations would support family reunions and events and allow local events to expand beyond current size. Historical Homes Tours and overflow from Tuscaloosa could drive demand as well.

Interview 5

Respondent has a need for local accommodations 5 times per year with 6 people for 2 nights. Meeting space for smaller numbers with technology as well as a fitness center, and a bar for family reunions and class reunions. Guests are currently referred to Tuscaloosa for lodging.

Meeting space for 100 plus people is needed to support reunions. Extended stay rooms are needed to support construction workers.

Location is somewhat important when recommending lodging as is a recognizable brand. Local options are currently poor and respondent feels that the county very much needs a quality hotel since it does not currently have one—ideally a 3-star or above that people would be comfortable to recommend. Hotel could also take advantage of the heavy interstate traffic and traffic at Love's.

Interview 6

Festivals, visitors for Historical Home Tours, family and school reunions, and community events all drive traffic to Greene County according to respondent. As many as 2,000 people attend the Roots Festival. Federation of Southern Cooperatives in Epes hosts multiple events per year including the annual meeting in August hosting 300 to 400 people with overflow along with 2-3 other events per year with 100 plus people. Currently refers people to Comfort Inn in Livingston or the many options in Tuscaloosa.

Respondent sees a need for meeting space with technology for smaller groups (50 people). Extended stay rooms are needed to support construction workers. Location is very important when selecting accommodations. Current quality options are 30 to 50 miles away; local options are poor quality. Brand is less important so long as it is clean and well run.

Ultimately, respondent feels the county would benefit from a hotel close to Love's that would meet local need for events as well as pull traffic from the interstate and pull overflow from Tuscaloosa for Football, Basketball and other campus events. Respondent indicates that Greene County is well positioned between Atlanta and New Orleans and Memphis and Pensacola which would allow for travelers on the interstate to stop regularly with travel patterns. The facility will help support events and the need to expand the Civil Rights Tourism in Greene County.

Interview 7

Respondent notes that visiting physicians struggle to find local accommodations. Acceptable accommodations are too far away for physicians who are on-call leading to providers staying at the hospital overnight. Notes that organization has a need to house traveling nurses, doctors and staff and the lack of local options has made it difficult to retain traveling staff during the pandemic. Respondent states they would have guests stay 2-3 nights for events as well as traveling nurses who would make use of as many as 3-4 extended stay rooms for months at a time.

Meeting space for 50 to 75 people are needed—ideally, divisible space for smaller meetings. Rooms must have technology and comfortable furniture. A restaurant and bar would be important for events and training sessions. Respondent also feels that RV and truck parking would be a big draw on the interstate near Love's, where there is significant traffic. A pool would also be nice for families and kids coming for reunions and events and a nice banquet space that can accommodate 350 to 400 people would be leased at least once per month for larger events that would also use the hotel.

Location in a convenient and safe area is very important. Respondent states that current options do not “look safe” and are not located in a very welcoming/safe looking area. Brand is moderately important but any facility will quickly gain a local reputation if it is clean and well-run. Current local options are unacceptable and respondent will not recommend them.

Respondent reiterated that there is a need in the community as they have no local quality options for overnight accommodations, meetings, or banquets; community hosts lots of activities, events, reunions, historical tours etc.; and even extended family members have to stay in Tuscaloosa which is not convenient. Organization is looking for a partner for emergency evacuation space. Respondent also stated that the Love’s is the highest grossing and busiest Love’s in the system.

Interview 8

Respondent rarely has a need for overnight accommodations for visitors but could host events if local rooms were available. Desirable accommodations include a bar that offers afternoon/evening wine, beer and snacks; on-site breakfast; meeting rooms to accommodate 20 plus people with technology; a fitness center; and possibly a pool.

Currently, respondent recommends hotels in Tuscaloosa. If hotel had meeting space for 100+ people, respondent states they would easily book 1-2 events per month and support rooms at the hotel. Location is very important; brand is fairly important for conveying expectations to travelers. They believe a well maintained upper mid-level facility would pull traffic from the interstate if located by Love’s.

Respondent believes that Love’s is a perfect location for a hotel and would pull traffic from the interstate in addition to local and interstate demand for events, festivals, and sporting (Football, Basketball, Baseball) overflow from Tuscaloosa. States that the county needs to have a quality option to stop the loss of revenues to other communities and feels the Love’s stop is a perfect centralized location for other travelers on the highway to overnight.

Interview 9

Respondent has a need for overnight accommodations for approximately 24 visits per year, 2-3 people, for 2-3 nights. A restaurant would be very important for the business travelers as there are no good/quality options in the community now for business meetings. The lack of a quality restaurant also leads to overnight guests heading to Tuscaloosa. Also sees a need for small meeting spaces for 30-50 people.

Location is very important for convenience but respondent states they will not use current local options and refers guests to Tuscaloosa. A good brand provides a known expectation for quality and respondent believes guests always look at brand options. Due to the lack of temporary housing options in the community, respondent sees need for stays of 1-3 months and approximately 6 rooms.

Ultimately, respondent feels the community does need a hotel as they are losing overnight stays. The exit and the attraction of Love's provides enough traffic from the highway to support a facility if there was a name brand, safe spot, and it was well run, people would stay. Respondent notes that Greene County Hospital is doing a good job making improvements and growing and that the community needs options to support the hospital.

Key Interview Takeaways:

- Respondents focused on the need for accommodations in Greene County; many visitors choose to stay ~30 minutes away in Tuscaloosa.
- The primary shortfall of current offerings is overall quality.
- Many respondents discussed the need for additional quality dining in Greene County.
- Brand was seen as moderately important, with many respondents focusing more on the cleanliness and upkeep of the property than the brand.
- Multiple respondents highlighted the need for extended stay options given the lack of short-term housing in the area for traveling health care personnel, construction workers, etc.

Supply Analysis

Greene County Area Market Hotel Trend Analysis

Appendix H offers a detailed Hotel Trend Analysis for the expanded market around Greene County.

Occupancy and Rates (by month of year)

Month	Occupancy* (%)	% Change from Previous Year**	Average Daily Rate* (\$)	% Change from Previous Year**
January	51.7%	-1.4	\$94.04	+0.6
February	65.5%	-1.4	\$100.71	+0.7
March	67.3%	+1.4	\$100.93	+1.7
April	63.9%	+12.8	\$107.04	+4.6
May	62.2%	+5.4	\$112.04	+4.6
June	69.3%	+1.7	\$100.97	+2.9
July	70.2%	+0.6	\$103.59	+3.3
August	68.7%	+1.3	\$120.67	+4.6
September	60.6%	+1.4	\$138.54	+6.1
October	64.7%	-0.8	\$136.03	+5.8
November	58.7%	+1.3	\$140.31	+8.6
December	45.8%	-2.4	\$98.07	+0.4
TOTAL YEAR	62.5%	-2.9	\$111.24	+0.9

*Data averaged over January 2013 through November 2021

**Data averaged over January 2014 through November 2021

Source: STR

Occupancy and Rates (by day of week)***

Day	Occupancy (%)	Average Daily Rate (\$)
Sunday	43.8%	\$99.78
Monday	56.4%	\$100.28
Tuesday	61.0%	\$102.74
Wednesday	61.6%	\$103.40
Thursday	60.6%	\$108.25
Friday	67.5%	\$148.69
Saturday	66.3%	\$148.91
TOTAL YEAR	59.6%	\$117.75

***Three-year averages December 2018 through November 2021; Source: STR

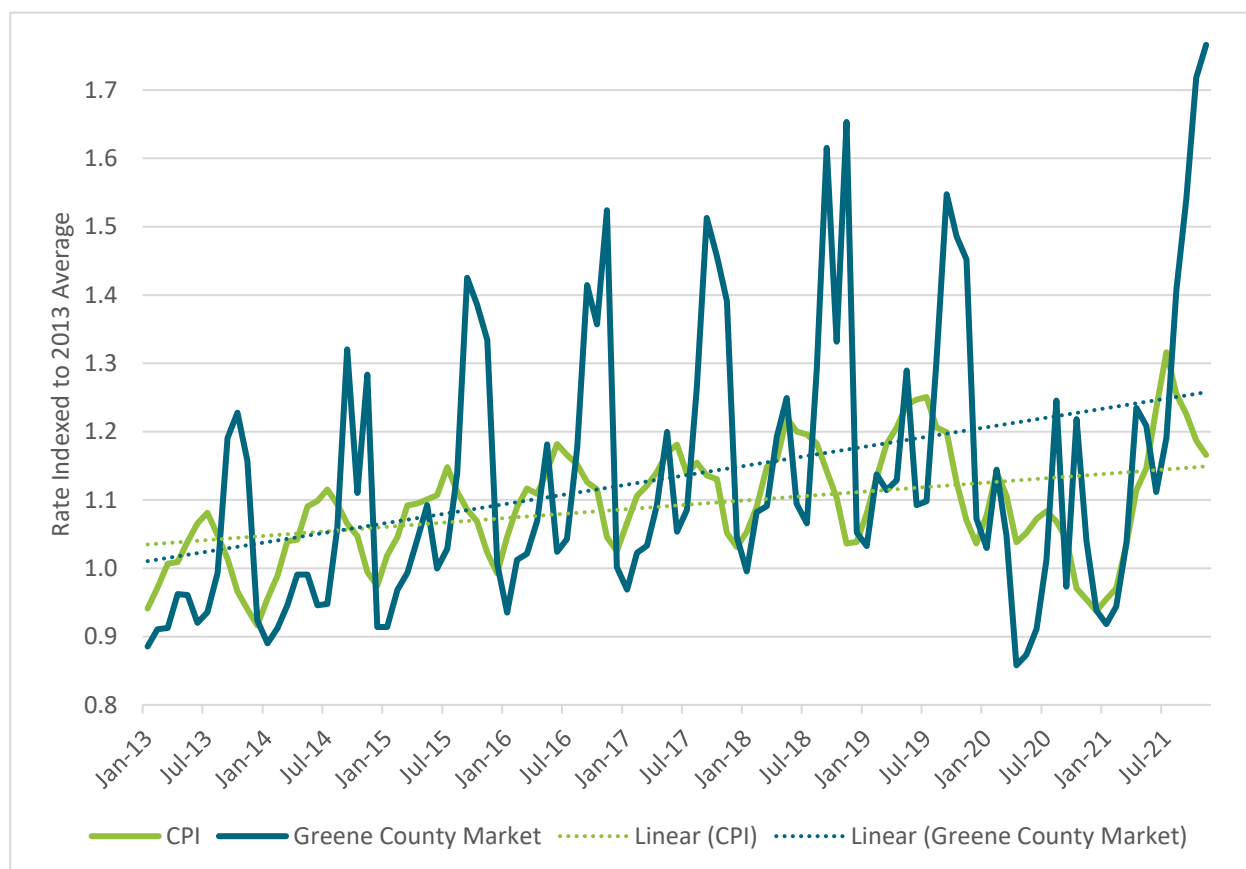
Greene County Area Market Hotel Trend Analysis (continued)

Long-term Rates, Supply, and Occupancy

Data for lodging in the area indicate a strong demand, with the linear trend for average daily rates (ADR) growing 24 percent from 2013 through November 2021. This compares with the national Consumer Price Index (CPI) for *lodging away from home* which shows a seasonally unadjusted linear trend growth of 11 percent during the same time.

Prior to the Covid 19 pandemic, while the total supply of rooms in the market grew from 523,775 room nights in 2013 to 745,717 room nights in 2019, the occupancy rate also grew from 63.3 percent in 2013 to 69.9 percent in 2019, despite the increased number of available rooms. The result was that in 2019, nearly as many rooms were occupied during the year (521k) as were available in the market throughout all of 2013 (524k). Demand for rooms in 2021 proved strong and, beginning with April 2021, exceeded pre-pandemic levels of demand every month for which data are available. This indicates that demand in the market remains strong and that pre-pandemic growth trends are continuing.

CPI and Market Rates Indexed to 2013 Annual Average with Linear Trends



Source: U.S. Bureau of Labor Statistics; STR

Local Competitors (partial list, info source: TripAdvisor.com)

Travel Inn
Eutaw, Alabama



62 rooms

Free High Speed Internet (WiFi)
Breakfast Included
Laundry service
Breakfast buffet
Microwave
Room service
Refrigerator

Trip Advisor Traveler Rating
3.5/5

Excellent - 5
Very Good - 3
Average - 2
Poor - 2
Terrible - 2

\$72 - \$136 (Based on Average
Rates for a Standard Room)

Econo Lodge
Eutaw, Alabama



30 rooms

Free High Speed Internet (WiFi)
Hot tub
Fitness Center
Breakfast Included
Dry cleaning

Trip Advisor Traveler Rating
3.0/5

Excellent - 5
Very Good - 7
Average - 6
Poor - 2
Terrible - 7

\$60 - \$72 (Based on Average
Rates for a Standard Room)

Comfort Inn
Livingston, Alabama
(approx. 25 mi)



50 rooms

Free High Speed Internet (WiFi)
Fitness Center
Breakfast Included
Business Center
Hot tub
Outdoor pool
Meeting rooms
Dry cleaning
Refrigerator

Trip Advisor Traveler Rating
3.5/5

Excellent - 12
Very Good - 25
Average - 18
Poor - 10
Terrible - 10

\$92 - \$128 (Based on Average
Rates for a Standard Room)

Best Western Plus Two Rivers
Hotel & Suites
Demopolis, Alabama
(approx. 30 mi)



42 rooms

Free High Speed Internet (WiFi)
Fitness Center
Breakfast Included
Outdoor pool
Bar / lounge
Breakfast buffet
Business Center
Meeting rooms
Laundry service
Self-serve laundry
Kitchenette
Microwave
Refrigerator
Suites

Trip Advisor Traveler Rating
4.5/5

Excellent - 156
Very Good - 49
Average - 13
Poor - 6
Terrible - 2

\$99 - \$139 (Based on Average
Rates for a Standard Room)

Comfort Inn
Demopolis, Alabama
(approx. 30 mi)



51 rooms

Free High Speed Internet (WiFi)
Fitness Center
Breakfast Buffet Included
Electric vehicle charging station
Business Center
Conference Center
Meeting rooms
Self-serve laundry
Microwave
Refrigerator

Trip Advisor Traveler Rating
5.0/5

Excellent - 23
Very Good - 3
Average - 2
Poor - 0
Terrible - 0

\$101 - \$128 (Based on Average
Rates for a Standard Room)

Hampton Inn
Tuscaloosa, Alabama
(approx. 33 mi)



100 rooms

Free High Speed Internet (WiFi)
Fitness Center
Breakfast Included
Business Center
Meeting rooms
Outdoor pool
Breakfast buffet
Dry cleaning
Microwave
Refrigerator

Trip Advisor Traveler Rating
4.5/5

Excellent - 600
Very Good - 168
Average - 47
Poor - 11
Terrible - 15

\$96 - \$164 (Based on Average
Rates for a Standard Room)

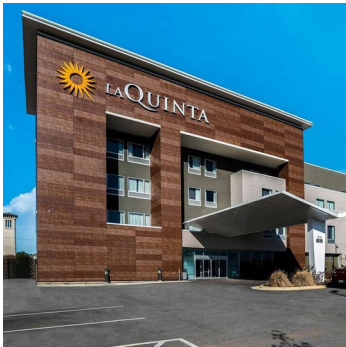
Country Inn & Suites
Tuscaloosa, Alabama
(approx. 33 mi)



62 rooms

Free High Speed Internet (WiFi)	Trip Advisor Traveler Rating
Fitness Center	4.0/5
Breakfast Included	
Business Center	Excellent - 290
Hot tub	Very Good - 140
Outdoor pool	Average - 65
Breakfast buffet	Poor - 33
Self-serve laundry	Terrible - 37
Microwave	
Refrigerator	
Suites	\$87 - \$165 (Based on Average Rates for a Standard Room)

La Quinta Inn & Suites
Tuscaloosa, Alabama
(approx. 33 mi)



102 rooms

Free High Speed Internet (WiFi)	Trip Advisor Traveler Rating
Fitness Center	4.0/5
Breakfast Included	
Business Center	Excellent - 78
Hot tub	Very Good - 37
Outdoor pool	Average - 8
Breakfast buffet	Poor - 9
Meeting rooms	Terrible - 14
Laundry service	
Microwave	
Refrigerator	\$91 - \$162 (Based on Average Rates for a Standard Room)
Suites	

Comfort Suites
Tuscaloosa, Alabama
(approx. 33 mi)



75 rooms

Free High Speed Internet (WiFi)	Trip Advisor Traveler Rating
Fitness Center	4.0/5
Breakfast Included	
Hot tub	Excellent - 72
Indoor Heated pool	Very Good - 52
Restaurant	Average - 35
Breakfast buffet	Poor - 11
Business Center	Terrible - 10
Meeting rooms	
Dry cleaning	
Self-serve laundry	\$90 - \$144 (Based on Average Rates for a Standard Room)
Kitchenette	
Microwave	
Refrigerator	

Lodging Rate and Supply of Local Competitors

Competing Property/Distance	Number of Rooms	Average Daily Rate (ADR) Range	Midpoint
Travel Inn–Eutaw, AL	62	\$72 - \$136	\$104
Econo Lodge–Eutaw, AL	30	\$60 - \$72	\$66
Comfort Inn–Livingston, AL (approx. 25 miles)	50	\$92 - \$128	\$110
Best Western Plus Two Rivers Hotel & Suites Demopolis, AL (approx. 30 miles)	42	\$99 - \$139	\$119
Comfort Inn–Demopolis, AL (approx. 30 miles)	51	\$101 - \$128	\$114
Hampton Inn–Tuscaloosa, AL (approx. 33 miles)	100	\$96 - \$164	\$130
Country Inn–Tuscaloosa, AL (approx. 33 miles)	62	\$87 - \$165	\$126
La Quinta Inn–Tuscaloosa, AL (approx. 33 miles)	102	\$91 - \$162	\$126
Comfort Suites–Tuscaloosa, AL (approx. 33 miles)	75	\$90 - \$144	\$117
AVERAGES (Weighted by Number of Rooms)	–	\$89-\$145	\$117

Several of the above hotels offer corporate rates, which are not reflected in the above rates. In addition, the above rates will vary with day of week and month of year. However, with a high level of demand, the Average Daily Rate in the market remains strong. Based on local interviews, it is clear that unaccommodated lodging demand exist in the local market due to lack of adequate quality lodging options.

A new hotel in the market with the desired amenities could recognize a higher ADR similar to options regularly utilized in the surrounding market outside of Greene County like some of those summarized above. Many interview respondents indicated the importance of location and their desire to house guests in the Greene County market given an acceptable new quality alternative.

Financial Analysis

Local Economic Development Incentives and Tax Assistance Programs

Alabama offers a variety of tax incentives that are attractive to new and existing businesses looking to expand their operations within the state. Below are the major tax incentives that may be available for qualifying projects.

- I. Tax Abatement
 - A. State Taxes
 - B. Local Taxes
- II. Tax Credits
 - A. Enterprise Zone Credit
 - B. Investment Credit (Alabama Jobs Act)
 - C. Growing Alabama Credit
 - D. Income Tax Capital Credit
- III. Tax Incentives
 - A. Income Tax (Including Pass Through Entities)
 - B. Business Privilege Tax
 - C. Sales & Use Tax
 - D. Property Tax

Source and additional details: <https://revenue.alabama.gov/tax-incentives/>

Financial Projections

Proposed Hotel Costs

Building specifications: 45 unit [standard (king & queen/queen) and four 2-room extended stay suites], 2-story center-load, with an expanded guest wine & beer bar, free hot breakfast for all guests, guest fitness room, guest laundry room, meeting room, a pool, elevator, and dining establishment.

	<u>45 Rooms</u>	<u>Per room</u>
<u>Land & Site Prep</u>	\$800,000	\$17,778/room
Raw Land	\$150,000	
Permit & Community Fees	\$300,000	
Site Utility & Excavation	\$350,000	
<u>Building Construction</u>	\$4,196,000	\$93,244/room
<u>Fixtures, Furnishings, and Equipment</u>	\$680,000	\$15,111/room
<u>Indirect Costs</u>		
Appraisal	\$5,000	
Architectural/Engineering	\$95,000	
Franchise Fee	\$40,000	
Surveys	\$15,000	
Pre-opening Expenses	\$40,000	
Working Capital	\$170,000	
Legal and Accounting Fees	\$10,000	
Construction Period Interest/Loan Fees/Closing	\$85,000	
Insurance & Taxes During Construction	\$20,000	
Project Contingency	\$200,000	
<u>Total Indirect Costs</u>	\$680,000	\$15,111/room
<u>Total Projected Costs</u>	\$6,356,000	\$141,244/room

Note: all pricing noted above is estimated

Anticipated Loan Amount (60% Loan to Value):	\$3,813,600
Suggested Cash Injection (40% Equity Investment):	\$2,542,400

Estimated Loan Terms:	25 years @ 5.00%
Estimated Monthly Debt Service:	\$22,294
Estimated Yearly Debt Service:	\$267,527

Projected numbers compared to similar markets for a hotel with 45 rooms.

	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total/Avg
Days in Month	31	28	31	30	31	30	31	31	30	31	30	31	365
Lodging Rooms Available	1,395	1,260	1,395	1,350	1,395	1,350	1,395	1,395	1,350	1,395	1,350	1,395	16,425
Lodging Occupancy %	45.2%	59.0%	60.8%	57.4%	55.7%	62.8%	63.7%	67.2%	58.0%	62.3%	56.1%	42.3%	57.5%
Total Occupied Rooms	630	743	848	775	777	848	888	937	783	869	757	590	9,447
Average Daily Rate (ADR)	\$ 95.54	\$ 102.21	\$ 102.43	\$ 108.54	\$ 113.54	\$ 102.47	\$ 105.09	\$ 122.17	\$ 140.04	\$ 137.53	\$ 141.81	\$ 99.57	\$ 114.91
RevPAR	\$ 43.16	\$ 60.31	\$ 62.27	\$ 62.30	\$ 63.26	\$ 64.36	\$ 66.89	\$ 82.10	\$ 81.22	\$ 85.68	\$ 79.56	\$ 42.12	\$ 66.09

Hotel Revenue by Source	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total
Room Revenue	\$ 60,206	\$ 75,993	\$ 86,873	\$ 84,107	\$ 88,243	\$ 86,885	\$ 93,308	\$ 114,530	\$ 109,649	\$ 119,528	\$ 107,402	\$ 58,753	\$ 1,085,477
Telephone/Misc.	\$ 233	\$ 275	\$ 314	\$ 287	\$ 288	\$ 314	\$ 329	\$ 347	\$ 290	\$ 322	\$ 280	\$ 218	\$ 3,495
Vending/Bar Sales	\$ 903	\$ 1,140	\$ 1,303	\$ 1,262	\$ 1,324	\$ 1,303	\$ 1,400	\$ 1,718	\$ 1,645	\$ 1,793	\$ 1,611	\$ 881	\$ 16,282
Total Revenue	\$ 61,342	\$ 77,408	\$ 88,489	\$ 85,655	\$ 89,854	\$ 88,502	\$ 95,036	\$ 116,594	\$ 111,584	\$ 121,643	\$ 109,293	\$ 59,853	\$ 1,105,254

Payroll Expense Year 1 by Month	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total
Manager	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 5,708	\$ 68,500
Housekeeping	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 3,650	\$ 43,800
Maintenance	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 2,975	\$ 35,700
Front Desk	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 6,208	\$ 74,500
Total	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 222,500

Operating Expenses Year 1 by Month	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total
Salary	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 18,542	\$ 222,500
Employee Related Expenses	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 5,563	\$ 66,750
Marketing & Promotions	\$ 276	\$ 348	\$ 398	\$ 385	\$ 404	\$ 398	\$ 428	\$ 525	\$ 502	\$ 547	\$ 492	\$ 269	\$ 4,974
Laundry	\$ 307	\$ 387	\$ 442	\$ 428	\$ 449	\$ 443	\$ 475	\$ 583	\$ 558	\$ 608	\$ 546	\$ 299	\$ 5,526
Utilities	\$ 3,067	\$ 3,870	\$ 4,424	\$ 4,283	\$ 4,493	\$ 4,425	\$ 4,752	\$ 5,830	\$ 5,579	\$ 6,082	\$ 5,465	\$ 2,993	\$ 55,263
Cleaning Supplies	\$ 184	\$ 232	\$ 265	\$ 257	\$ 270	\$ 266	\$ 285	\$ 350	\$ 335	\$ 365	\$ 328	\$ 180	\$ 3,316
Linens	\$ 442	\$ 557	\$ 637	\$ 617	\$ 647	\$ 637	\$ 684	\$ 839	\$ 803	\$ 876	\$ 787	\$ 431	\$ 7,958
Guest Supplies	\$ 429	\$ 542	\$ 619	\$ 600	\$ 629	\$ 620	\$ 665	\$ 816	\$ 781	\$ 851	\$ 765	\$ 419	\$ 7,737
Operating Supplies	\$ 258	\$ 325	\$ 372	\$ 360	\$ 377	\$ 372	\$ 399	\$ 490	\$ 469	\$ 511	\$ 459	\$ 251	\$ 4,642
Repairs and Maintenance	\$ 374	\$ 472	\$ 540	\$ 522	\$ 548	\$ 540	\$ 580	\$ 711	\$ 681	\$ 742	\$ 667	\$ 365	\$ 6,742
Groundskeeping	\$ 350	\$ 441	\$ 504	\$ 488	\$ 512	\$ 504	\$ 542	\$ 665	\$ 636	\$ 693	\$ 623	\$ 341	\$ 6,300
Property Management System	\$ 55	\$ 70	\$ 80	\$ 77	\$ 81	\$ 80	\$ 86	\$ 105	\$ 100	\$ 109	\$ 98	\$ 54	\$ 995
Complimentary Breakfast	\$ 1,891	\$ 2,230	\$ 2,544	\$ 2,325	\$ 2,332	\$ 2,544	\$ 2,664	\$ 2,812	\$ 2,349	\$ 2,607	\$ 2,272	\$ 1,770	\$ 28,340
Travel Agent Fees	\$ 190	\$ 240	\$ 274	\$ 266	\$ 279	\$ 274	\$ 295	\$ 361	\$ 346	\$ 377	\$ 339	\$ 186	\$ 3,426
Reservations	\$ 331	\$ 418	\$ 478	\$ 463	\$ 485	\$ 478	\$ 513	\$ 630	\$ 603	\$ 657	\$ 590	\$ 323	\$ 5,968
Vending / Bar	\$ 768	\$ 969	\$ 1,108	\$ 1,072	\$ 1,125	\$ 1,108	\$ 1,190	\$ 1,460	\$ 1,398	\$ 1,524	\$ 1,369	\$ 749	\$ 13,840
Office Supplies	\$ 245	\$ 310	\$ 354	\$ 343	\$ 359	\$ 354	\$ 380	\$ 466	\$ 446	\$ 487	\$ 437	\$ 239	\$ 4,421
Swimming Pool	\$ 368	\$ 464	\$ 531	\$ 514	\$ 539	\$ 531	\$ 570	\$ 700	\$ 670	\$ 730	\$ 656	\$ 359	\$ 6,632
Telephone	\$ 245	\$ 310	\$ 354	\$ 343	\$ 359	\$ 354	\$ 380	\$ 466	\$ 446	\$ 487	\$ 437	\$ 239	\$ 4,421
Cable / Internet	\$ 399	\$ 503	\$ 575	\$ 557	\$ 584	\$ 575	\$ 618	\$ 758	\$ 725	\$ 791	\$ 710	\$ 389	\$ 7,184
Waste Removal	\$ 288	\$ 364	\$ 416	\$ 403	\$ 422	\$ 416	\$ 447	\$ 548	\$ 524	\$ 572	\$ 514	\$ 281	\$ 5,195
Dues / Subscriptions	\$ 43	\$ 54	\$ 62	\$ 60	\$ 63	\$ 62	\$ 67	\$ 82	\$ 78	\$ 85	\$ 77	\$ 42	\$ 774
Licenses / Permits	\$ 80	\$ 101	\$ 115	\$ 111	\$ 117	\$ 115	\$ 124	\$ 152	\$ 145	\$ 158	\$ 142	\$ 78	\$ 1,437
Credit Card Fees	\$ 1,534	\$ 1,935	\$ 2,212	\$ 2,141	\$ 2,246	\$ 2,213	\$ 2,376	\$ 2,915	\$ 2,790	\$ 3,041	\$ 2,732	\$ 1,496	\$ 27,631
Franchise Fee (per day/room)	\$ 3,488	\$ 3,150	\$ 3,488	\$ 3,375	\$ 3,488	\$ 3,375	\$ 3,488	\$ 3,488	\$ 3,375	\$ 3,488	\$ 3,375	\$ 3,488	\$ 41,063
Miscellaneous	\$ 153	\$ 194	\$ 221	\$ 214	\$ 225	\$ 221	\$ 238	\$ 291	\$ 279	\$ 304	\$ 273	\$ 150	\$ 2,763
Accounting Fees	\$ 276	\$ 348	\$ 398	\$ 385	\$ 404	\$ 398	\$ 428	\$ 525	\$ 502	\$ 547	\$ 492	\$ 269	\$ 4,974
Professional Services Fees	\$ 153	\$ 194	\$ 221	\$ 214	\$ 225	\$ 221	\$ 238	\$ 291	\$ 279	\$ 304	\$ 273	\$ 150	\$ 2,763
Other Expense	\$ 3,006	\$ 3,793	\$ 4,336	\$ 4,197	\$ 4,403	\$ 4,337	\$ 4,657	\$ 5,713	\$ 5,468	\$ 5,960	\$ 5,355	\$ 2,933	\$ 54,157
R.E./P.P. Taxes	\$ 2,331	\$ 2,942	\$ 3,363	\$ 3,255	\$ 3,414	\$ 3,363	\$ 3,611	\$ 4,431	\$ 4,240	\$ 4,622	\$ 4,153	\$ 2,274	\$ 42,000
Management Fee (% of total revenue):	\$ 3,681	\$ 4,645	\$ 5,309	\$ 5,139	\$ 5,391	\$ 5,310	\$ 5,702	\$ 6,996	\$ 6,695	\$ 7,299	\$ 6,558	\$ 3,591	\$ 66,315
Debt Service	\$ -	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 22,294	\$ 245,233
Reserves for Replacement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Operating Expenses	\$ 49,315	\$ 76,806	\$ 81,040	\$ 79,792	\$ 81,269	\$ 80,931	\$ 83,276	\$ 90,396	\$ 88,200	\$ 91,823	\$ 87,383	\$ 71,007	\$ 961,238
Operating Income	\$ 12,027	\$ 602	\$ 7,449	\$ 5,863	\$ 8,585	\$ 7,571	\$ 11,760	\$ 26,199	\$ 23,383	\$ 29,819	\$ 21,911	\$ (11,154)	\$ 144,016
Income Taxes	\$ 2,405	\$ 120	\$ 1,490	\$ 1,173	\$ 1,717	\$ 1,514	\$ 2,352	\$ 5,240	\$ 4,677	\$ 5,964	\$ 4,382	\$ (2,231)	\$ 28,803
Total Expenses	\$ 51,721	\$ 76,926	\$ 82,530	\$ 80,964	\$ 82,986	\$ 82,445	\$ 85,628	\$ 95,635	\$ 92,877	\$ 97,787	\$ 91,765	\$ 68,776	\$ 990,041
Net Profit	\$ 9,622	\$ 482	\$ 5,959	\$ 4,691	\$ 6,868	\$ 6,057	\$ 9,408	\$ 20,959	\$ 18,707	\$ 23,855	\$ 17,528	\$ (8,924)	\$ 115,213
Net Profit / Sales	15.7%	0.6%	6.7%	5.5%	7.6%	6.8%	9.9%	18.0%	16.8%	19.6%	16.0%	-14.9%	10.4%

Total Projected Building Costs:	\$6,356,000
Equity Investment:	\$2,542,400
Interest Rate:	5.00%
Loan Term (months):	300
Monthly Debt Service:	\$ 22,294

5 Year Revenue Projections									
	Year 1		Year 2		Year 3		Year 4		Year 5
Lodging Rooms Available	16,425		16,425		16,425		16,425		16,425
Lodging Occupancy %	57.5%		58.1%		58.7%		59.3%		59.8%
Total Occupied Rooms	9,447		9,541		9,636		9,733		9,830
Average Daily Rate	\$ 114.91		\$ 118.35		\$ 121.90		\$ 125.56		\$ 129.33
RevPAR	\$ 66.09		\$ 68.75		\$ 71.52		\$ 74.40		\$ 77.40

Revenue	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Guest Rooms	\$1,085,477	98.2%	\$1,129,221	98.2%	\$1,174,729	98.2%	\$1,222,071	98.2%	\$1,271,320	98.2%
Telephone/Misc	\$ 3,495	0.3%	\$ 3,530	0.3%	\$ 3,565	0.3%	\$ 3,601	0.3%	\$ 3,637	0.3%
Vending/Bar Sales	\$ 16,282	1.5%	\$ 16,938	1.5%	\$ 17,621	1.5%	\$ 18,331	1.5%	\$ 19,070	1.5%
Total	\$1,105,254	100.0%	\$1,149,690	100.0%	\$ 1,195,915	100.0%	\$1,244,003	100.0%	\$1,294,027	100.0%

Hotel Payroll Expense	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Manager	\$ 68,500	6.2%	\$ 70,555	6.1%	\$ 72,672	6.1%	\$ 74,852	6.0%	\$ 77,097	6.0%
Housekeeping	\$ 43,800	4.0%	\$ 44,369	3.9%	\$ 44,946	3.8%	\$ 45,531	3.7%	\$ 46,122	3.6%
Maintenance	\$ 35,700	3.2%	\$ 36,593	3.2%	\$ 37,507	3.1%	\$ 38,445	3.1%	\$ 39,406	3.0%
Front Desk	\$ 74,500	6.7%	\$ 75,469	6.6%	\$ 76,450	6.4%	\$ 77,443	6.2%	\$ 78,450	6.1%
Total Payroll Expense	\$ 222,500	20.1%	\$ 226,985	19.7%	\$ 231,575	19.4%	\$ 236,271	19.0%	\$ 241,076	18.6%

Operating Expenses	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Salary	\$ 222,500	20.1%	\$ 226,985	19.7%	\$ 231,575	19.4%	\$ 236,271	19.0%	\$ 241,076	18.6%
Employee Related Expenses	\$ 66,750	6.0%	\$ 68,096	5.9%	\$ 69,472	5.8%	\$ 70,881	5.7%	\$ 72,323	5.6%
Marketing & Promotions	\$ 4,974	0.5%	\$ 5,174	0.5%	\$ 5,382	0.5%	\$ 5,598	0.5%	\$ 5,823	0.5%
Laundry	\$ 5,526	0.5%	\$ 5,748	0.5%	\$ 5,980	0.5%	\$ 6,220	0.5%	\$ 6,470	0.5%
Utilities	\$ 55,263	5.0%	\$ 57,484	5.0%	\$ 59,796	5.0%	\$ 62,200	5.0%	\$ 64,701	5.0%
Cleaning Supplies	\$ 3,316	0.3%	\$ 3,449	0.3%	\$ 3,588	0.3%	\$ 3,732	0.3%	\$ 3,882	0.3%
Linens	\$ 7,958	0.7%	\$ 8,278	0.7%	\$ 8,611	0.7%	\$ 8,957	0.7%	\$ 9,317	0.7%
Guest Supplies	\$ 7,737	0.7%	\$ 8,048	0.7%	\$ 8,371	0.7%	\$ 8,708	0.7%	\$ 9,058	0.7%
Operating Supplies	\$ 4,642	0.4%	\$ 4,829	0.4%	\$ 5,023	0.4%	\$ 5,225	0.4%	\$ 5,435	0.4%
Repairs and Maintenance	\$ 6,742	0.6%	\$ 7,013	0.6%	\$ 7,295	0.6%	\$ 7,588	0.6%	\$ 7,894	0.6%
Groundskeeping	\$ 6,300	0.6%	\$ 6,553	0.6%	\$ 6,817	0.6%	\$ 7,091	0.6%	\$ 7,376	0.6%
Property Management	\$ 995	0.1%	\$ 1,035	0.1%	\$ 1,076	0.1%	\$ 1,120	0.1%	\$ 1,165	0.1%
Complimentary Breakfast	\$ 28,340	2.6%	\$ 28,623	2.5%	\$ 28,909	2.4%	\$ 29,199	2.3%	\$ 29,491	2.3%
Travel Agent Fees	\$ 3,426	0.3%	\$ 3,564	0.3%	\$ 3,707	0.3%	\$ 3,856	0.3%	\$ 4,011	0.3%
Reservations	\$ 5,968	0.5%	\$ 6,208	0.5%	\$ 6,458	0.5%	\$ 6,718	0.5%	\$ 6,988	0.5%
Vending / Bar	\$ 13,840	1.3%	\$ 14,398	1.3%	\$ 14,978	1.3%	\$ 15,581	1.3%	\$ 16,209	1.3%
Office Supplies	\$ 4,421	0.4%	\$ 4,599	0.4%	\$ 4,784	0.4%	\$ 4,976	0.4%	\$ 5,176	0.4%
Swimming Pool	\$ 6,632	0.6%	\$ 6,898	0.6%	\$ 7,175	0.6%	\$ 7,464	0.6%	\$ 7,764	0.6%
Telephone	\$ 4,421	0.4%	\$ 4,599	0.4%	\$ 4,784	0.4%	\$ 4,976	0.4%	\$ 5,176	0.4%
Cable / Internet	\$ 7,184	0.7%	\$ 7,473	0.7%	\$ 7,773	0.7%	\$ 8,086	0.7%	\$ 8,411	0.7%
Waste Removal	\$ 5,195	0.5%	\$ 5,404	0.5%	\$ 5,621	0.5%	\$ 5,847	0.5%	\$ 6,082	0.5%
Dues / Subscriptions	\$ 774	0.1%	\$ 805	0.1%	\$ 837	0.1%	\$ 871	0.1%	\$ 906	0.1%
Licenses / Permits	\$ 1,437	0.1%	\$ 1,495	0.1%	\$ 1,555	0.1%	\$ 1,617	0.1%	\$ 1,682	0.1%
Credit Card Fees	\$ 27,631	2.5%	\$ 28,742	2.5%	\$ 29,898	2.5%	\$ 31,100	2.5%	\$ 32,351	2.5%
Franchise Fee	\$ 41,063	3.7%	\$ 41,063	3.6%	\$ 41,063	3.4%	\$ 41,063	3.3%	\$ 41,063	3.2%
Miscellaneous	\$ 2,763	0.3%	\$ 2,874	0.3%	\$ 2,990	0.3%	\$ 3,110	0.3%	\$ 3,235	0.3%
Accounting Fees	\$ 4,974	0.5%	\$ 5,174	0.5%	\$ 5,382	0.5%	\$ 5,598	0.5%	\$ 5,823	0.5%
Professional Services Fees	\$ 2,763	0.3%	\$ 2,874	0.3%	\$ 2,990	0.3%	\$ 3,110	0.3%	\$ 3,235	0.3%
Other Expense	\$ 54,157	4.9%	\$ 56,335	4.9%	\$ 58,600	4.9%	\$ 60,956	4.9%	\$ 63,407	4.9%
R.E./P.P. Taxes	\$ 42,000	3.8%	\$ 43,688	3.8%	\$ 45,445	3.8%	\$ 47,272	3.8%	\$ 49,173	3.8%
Management Fee	\$ 66,315	6.0%	\$ 68,981	6.0%	\$ 71,755	6.0%	\$ 74,640	6.0%	\$ 77,642	6.0%
Debt Service	\$ 245,233	22.2%	\$ 267,527	23.3%	\$ 267,527	22.4%	\$ 267,527	21.5%	\$ 267,527	20.7%
Reserves for Replacement	\$ -	0.0%	\$ 40,239	3.5%	\$ 41,857	3.5%	\$ 43,540	3.5%	\$ 45,291	3.5%
Total Operating Expenses	\$ 961,238	87.0%	\$1,044,254	90.8%	\$1,067,072	89.2%	\$1,090,698	87.7%	\$ 1,115,163	86.2%
Operating Income	\$ 144,016	13.0%	\$ 105,436	9.2%	\$ 128,844	10.8%	\$ 153,305	12.3%	\$ 178,864	13.8%
Income Taxes	\$ 28,803	2.6%	\$ 21,087	1.8%	\$ 25,769	2.2%	\$ 30,661	2.5%	\$ 35,773	2.8%
Total Expenses	\$ 990,041	89.6%	\$1,065,341	92.7%	\$1,092,840	91.4%	\$ 1,121,359	90.1%	\$1,150,936	88.9%
Net Profit	\$ 115,213	10.4%	\$ 84,349	7.3%	\$ 103,075	8.6%	\$ 122,644	9.9%	\$ 143,091	11.1%
Cash on Cash Return	5.66%		4.15%		5.07%		6.03%		7.04%	

5 Year Break Even Analysis									
	Year 1		Year 2		Year 3		Year 4		Year 5
Lodging Rooms Available	16,425		16,425		16,425		16,425		16,425
Lodging Occupancy %	46.0%		49.5%		48.4%		47.4%		46.5%
Total Occupied Rooms	7,556		8,122		7,955		7,793		7,635
Average Daily Rate	\$ 114.91		\$ 118.35		\$ 121.90		\$ 125.56		\$ 129.33
RevPAR	\$ 52.86		\$ 58.53		\$ 59.04		\$ 59.57		\$ 60.11

Revenue	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Guest Rooms	\$ 868,226	98.2%	\$ 961,319	98.2%	\$ 969,773	98.2%	\$ 978,458	98.2%	\$ 987,381	98.2%
Telephone/Misc	\$ 2,796	0.3%	\$ 3,005	0.3%	\$ 2,943	0.3%	\$ 2,883	0.3%	\$ 2,825	0.3%
Vending/Bar Sales	\$ 13,023	1.5%	\$ 14,420	1.5%	\$ 14,547	1.5%	\$ 14,677	1.5%	\$ 14,811	1.5%
Total	\$ 884,045	100.0%	\$ 978,745	100.0%	\$ 987,263	100.0%	\$ 996,018	100.0%	\$1,005,016	100.0%

Hotel Payroll Expense	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Manager	\$ 68,500	7.7%	\$ 70,555	7.2%	\$ 72,672	7.4%	\$ 74,852	7.5%	\$ 77,097	7.7%
Housekeeping	\$ 43,800	5.0%	\$ 44,369	4.5%	\$ 44,946	4.6%	\$ 45,531	4.6%	\$ 46,122	4.6%
Maintenance	\$ 35,700	4.0%	\$ 36,593	3.7%	\$ 37,507	3.8%	\$ 38,445	3.9%	\$ 39,406	3.9%
Front Desk	\$ 74,500	8.4%	\$ 75,469	7.7%	\$ 76,450	7.7%	\$ 77,443	7.8%	\$ 78,450	7.8%
Total Payroll Expense	\$ 222,500	25.2%	\$ 226,985	23.2%	\$ 231,575	23.5%	\$ 236,271	23.7%	\$ 241,076	24.0%

Operating Expenses	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Salary	\$ 222,500	25.2%	\$ 226,985	23.2%	\$ 231,575	23.5%	\$ 236,271	23.7%	\$ 241,076	24.0%
Employee Related Expenses	\$ 66,750	7.6%	\$ 68,096	7.0%	\$ 69,472	7.0%	\$ 70,881	7.1%	\$ 72,323	7.2%
Marketing & Promotions	\$ 3,978	0.5%	\$ 4,404	0.5%	\$ 4,443	0.5%	\$ 4,482	0.5%	\$ 4,523	0.5%
Laundry	\$ 4,420	0.5%	\$ 4,894	0.5%	\$ 4,936	0.5%	\$ 4,980	0.5%	\$ 5,025	0.5%
Utilities	\$ 44,202	5.0%	\$ 48,937	5.0%	\$ 49,363	5.0%	\$ 49,801	5.0%	\$ 50,251	5.0%
Cleaning Supplies	\$ 2,652	0.3%	\$ 2,936	0.3%	\$ 2,962	0.3%	\$ 2,988	0.3%	\$ 3,015	0.3%
Linens	\$ 6,365	0.7%	\$ 7,047	0.7%	\$ 7,108	0.7%	\$ 7,171	0.7%	\$ 7,236	0.7%
Guest Supplies	\$ 6,188	0.7%	\$ 6,851	0.7%	\$ 6,911	0.7%	\$ 6,972	0.7%	\$ 7,035	0.7%
Operating Supplies	\$ 3,713	0.4%	\$ 4,111	0.4%	\$ 4,147	0.4%	\$ 4,183	0.4%	\$ 4,221	0.4%
Repairs and Maintenance	\$ 5,393	0.6%	\$ 5,970	0.6%	\$ 6,022	0.6%	\$ 6,076	0.6%	\$ 6,131	0.6%
Groundskeeping	\$ 5,039	0.6%	\$ 5,579	0.6%	\$ 5,627	0.6%	\$ 5,677	0.6%	\$ 5,729	0.6%
Property Management	\$ 796	0.1%	\$ 881	0.1%	\$ 889	0.1%	\$ 896	0.1%	\$ 905	0.1%
Complimentary Breakfast	\$ 22,668	2.6%	\$ 24,367	2.5%	\$ 23,866	2.4%	\$ 23,378	2.3%	\$ 22,904	2.3%
Travel Agent Fees	\$ 2,741	0.3%	\$ 3,034	0.3%	\$ 3,061	0.3%	\$ 3,088	0.3%	\$ 3,116	0.3%
Reservations	\$ 4,774	0.5%	\$ 5,285	0.5%	\$ 5,331	0.5%	\$ 5,378	0.5%	\$ 5,427	0.5%
Vending / Bar	\$ 11,070	1.3%	\$ 12,257	1.3%	\$ 12,365	1.3%	\$ 12,475	1.3%	\$ 12,589	1.3%
Office Supplies	\$ 3,536	0.4%	\$ 3,915	0.4%	\$ 3,949	0.4%	\$ 3,984	0.4%	\$ 4,020	0.4%
Swimming Pool	\$ 5,304	0.6%	\$ 5,872	0.6%	\$ 5,924	0.6%	\$ 5,976	0.6%	\$ 6,030	0.6%
Telephone	\$ 3,536	0.4%	\$ 3,915	0.4%	\$ 3,949	0.4%	\$ 3,984	0.4%	\$ 4,020	0.4%
Cable / Internet	\$ 5,746	0.7%	\$ 6,362	0.7%	\$ 6,417	0.7%	\$ 6,474	0.7%	\$ 6,533	0.7%
Waste Removal	\$ 4,155	0.5%	\$ 4,600	0.5%	\$ 4,640	0.5%	\$ 4,681	0.5%	\$ 4,724	0.5%
Dues / Subscriptions	\$ 619	0.1%	\$ 685	0.1%	\$ 691	0.1%	\$ 697	0.1%	\$ 704	0.1%
Licenses / Permits	\$ 1,149	0.1%	\$ 1,272	0.1%	\$ 1,283	0.1%	\$ 1,295	0.1%	\$ 1,307	0.1%
Credit Card Fees	\$ 22,101	2.5%	\$ 24,469	2.5%	\$ 24,682	2.5%	\$ 24,900	2.5%	\$ 25,125	2.5%
Franchise Fee	\$ 41,063	4.6%	\$ 41,063	4.2%	\$ 41,063	4.2%	\$ 41,063	4.1%	\$ 41,063	4.1%
Miscellaneous	\$ 2,210	0.3%	\$ 2,447	0.3%	\$ 2,468	0.3%	\$ 2,490	0.3%	\$ 2,513	0.3%
Accounting Fees	\$ 3,978	0.5%	\$ 4,404	0.5%	\$ 4,443	0.5%	\$ 4,482	0.5%	\$ 4,523	0.5%
Professional Services Fees	\$ 2,210	0.3%	\$ 2,447	0.3%	\$ 2,468	0.3%	\$ 2,490	0.3%	\$ 2,513	0.3%
Other Expense	\$ 43,318	4.9%	\$ 47,958	4.9%	\$ 48,376	4.9%	\$ 48,805	4.9%	\$ 49,246	4.9%
R.E./P.P. Taxes	\$ 33,594	3.8%	\$ 37,192	3.8%	\$ 37,516	3.8%	\$ 37,849	3.8%	\$ 38,191	3.8%
Management Fee	\$ 53,043	6.0%	\$ 58,725	6.0%	\$ 59,236	6.0%	\$ 59,761	6.0%	\$ 60,301	6.0%
Debt Service	\$ 245,233	27.7%	\$ 267,527	27.3%	\$ 267,527	27.1%	\$ 267,527	26.9%	\$ 267,527	26.6%
Reserves for Replacement	\$ -	0.0%	\$ 34,256	3.5%	\$ 34,554	3.5%	\$ 34,861	3.5%	\$ 35,176	3.5%
Total Operating Expenses	\$ 884,044	100.0%	\$ 978,745	100.0%	\$ 987,262	100.0%	\$ 996,018	100.0%	\$1,005,016	100.0%
Operating Income	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%
Income Taxes	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%
Total Expenses	\$ 884,044	100.0%	\$ 978,745	100.0%	\$ 987,262	100.0%	\$ 996,018	100.0%	\$1,005,016	100.0%
Net Profit	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%	\$ 0	0.0%
Cash on Cash Return	0.00%		0.00%		0.00%		0.00%		0.00%	

III. CONCLUSION

Recommendations

After extensive research it is GSG's conclusion that a hotel project would be ideally located at exit 40 in Eutaw, AL. This site's high traffic and proximity to the Love's Travel Stop would provide the best ROI (return on investment). Review of demographics and community interviews suggest that an upper midscale class hotel (Holiday Inn Express, Hampton Inn, Cobblestone, etc.) would be ideal and provide the amenities to meet the communities' needs. This type of hotel would be well received and provide a new tier to effectively retain guests in Greene County.

The county offers a number of hotel demand generators including industry, a hospital, and tourism related opportunities. Additionally, the proximity to the University of Alabama in Tuscaloosa provides an excellent opportunity to capture overflow stays. A new hotel development would assist the County, local merchants, and restaurateurs with recapturing lost hotel stays and subsequent guest spending by redirecting that economic impact back to the community.

Property Recommendations:

Size:	45 rooms
Amenities:	Pool, Elevator, Business Center, Banquet space to accommodate >50, Fitness Room, Hot Breakfast, Bar/Lounge area, and Restaurant.
Rate:	Within 20% of ADR average of \$117 Recommended rate range: \$104.99-\$129.99

Specific brand affiliation did not appear to be important, but branding of some sort appeared to be somewhat important during the community interviews. It is suggested that any hotel development should include a quality regional or national brand name.

It is GSG's conclusion that a hotel project could be successful using the aforementioned recommendation as a starting point. GSG prepared these recommendations using the most up-to-date information at the time this study was conducted and all information is assumed to be accurate. GSG assumes no liability in the accuracy of publicly available data, or the recommendation to move forward with a proposed hotel project at this site. The information contained in this report is for discussion purposes only. Potential developers and investors should rely on their own due diligence regarding the project.



Disclaimer

Thank you for the opportunity to provide this GSG Market Feasibility Study for the proposed hotel development project in Greene County, AL. This Market Study provides a demographic and economic overview of the subject area to determine the overall feasibility of a new hotel development. The written report is provided based on research and analysis of the variables that may impact the new development project.

GSG has analyzed market conditions, economic and demographic factors, and site conditions to determine their impact on the proposed project. GSG has utilized both primary and secondary data sources that are assumed to be correct to analyze the subject area's demand for additional rooms. Research also included local interviews with area representatives from a variety of public and private sector organizations. The report includes primary data and input regarding the overall feasibility of the project as the data existed at the time of the analysis. It also analyzes the same data and projects the potential for future growth in demand in the subject area based on that data.

The GSG Market Feasibility Study Report addresses the estimated operating performance of the project and provides recommendations as to size and scope of the development. The report provides owners, investors, operators and lenders with a snapshot of the overall feasibility of the project based on market conditions at the time of the survey. Future macroeconomic events affecting travel, the economy, and other unknown factors cannot be predicted and may impact the development and performance of this project. GSG makes no representations regarding the success of any development or possible investments. Potential developers and investors should rely on their own due diligence when making investment decisions.

GSG hereby certifies that we have no undisclosed interest in the property nor is our compensation dependent upon the report's findings. As with all studies of this type, the results are based on data analysis alone and cannot account for management differences after any project is operational. The results also assume no material change in the lodging industry in the immediate area from those set forth at the time of this report. GSG cannot predict, nor has control over construction costs or timing of construction and opening.

GSG makes no express representations or warranty that the contents of this report are accurate, reasonable or free from errors, omissions or other defects of any kind or nature. Those who rely on this report do so solely at their own risk and agrees to hold GSG harmless of any and all liability, damages or loss with respect to such reliance.

While the terms of this engagement do not require GSG to revise this report to reflect changing conditions in the market subsequent to the date of completion of our fieldwork, we are available to discuss the need to revisit the report due to changing market conditions in the future upon request only.

2010 Census Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

	2000	2010	2000-2010 Annual Rate
Population	9,974	9,045	-0.97%
Households	3,931	3,764	-0.43%
Housing Units	5,117	5,007	-0.22%
Population by Race			
Total		9,045	100.0%
Population Reporting One Race		9,002	99.5%
White		1,575	17.4%
Black		7,370	81.5%
American Indian		17	0.2%
Asian		15	0.2%
Pacific Islander		0	0.0%
Some Other Race		25	0.3%
Population Reporting Two or More Races		43	0.5%
Total Hispanic Population		69	0.8%
Population by Sex			
Male		4,271	47.2%
Female		4,774	52.8%
Population by Age			
Total		9,045	100.0%
Age 0 - 4		555	6.1%
Age 5 - 9		584	6.5%
Age 10 - 14		632	7.0%
Age 15 - 19		738	8.2%
Age 20 - 24		506	5.6%
Age 25 - 29		494	5.5%
Age 30 - 34		409	4.5%
Age 35 - 39		449	5.0%
Age 40 - 44		477	5.3%
Age 45 - 49		613	6.8%
Age 50 - 54		774	8.6%
Age 55 - 59		768	8.5%
Age 60 - 64		592	6.5%
Age 65 - 69		418	4.6%
Age 70 - 74		341	3.8%
Age 75 - 79		255	2.8%
Age 80 - 84		243	2.7%
Age 85+		197	2.2%
Age 18+		6,851	75.7%
Age 65+		1,454	16.1%

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

2010 Census Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Households by Type		
Total	3,764	100.0%
Households with 1 Person	1,294	34.4%
Households with 2+ People	2,470	65.6%
Family Households	2,372	63.0%
Husband-wife Families	1,250	33.2%
With Own Children	385	10.2%
Other Family (No Spouse Present)	1,122	29.8%
With Own Children	524	13.9%
Nonfamily Households	98	2.6%
All Households with Children	1,163	30.9%
Multigenerational Households	249	6.6%
Unmarried Partner Households	163	4.3%
Male-female	141	3.7%
Same-sex	22	0.6%
Average Household Size	2.39	
Family Households by Size		
Total	2,372	100.0%
2 People	1,045	44.1%
3 People	575	24.2%
4 People	369	15.6%
5 People	227	9.6%
6 People	90	3.8%
7+ People	66	2.8%
Average Family Size	3.10	
Nonfamily Households by Size		
Total	1,392	100.0%
1 Person	1,294	93.0%
2 People	93	6.7%
3 People	3	0.2%
4 People	2	0.1%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.08	
Population by Relationship and Household Type		
Total	9,045	100.0%
In Households	9,000	99.5%
In Family Households	7,503	83.0%
Householder	2,372	26.2%
Spouse	1,250	13.8%
Child	3,253	36.0%
Other relative	468	5.2%
Nonrelative	160	1.8%
In Nonfamily Households	1,497	16.6%
In Group Quarters	45	0.5%
Institutionalized Population	44	0.5%
Noninstitutionalized Population	1	0.0%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

2010 Census Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Family Households by Age of Householder		
Total	2,372	100.0%
Householder Age 15 - 44	763	32.2%
Householder Age 45 - 54	553	23.3%
Householder Age 55 - 64	536	22.6%
Householder Age 65 - 74	283	11.9%
Householder Age 75+	237	10.0%
Nonfamily Households by Age of Householder		
Total	1,392	100.0%
Householder Age 15 - 44	241	17.3%
Householder Age 45 - 54	289	20.8%
Householder Age 55 - 64	344	24.7%
Householder Age 65 - 74	250	18.0%
Householder Age 75+	268	19.3%
Households by Race of Householder		
Total	3,764	100.0%
Householder is White Alone	760	20.2%
Householder is Black Alone	2,973	79.0%
Householder is American Indian Alone	9	0.2%
Householder is Asian Alone	6	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	6	0.2%
Householder is Two or More Races	10	0.3%
Households with Hispanic Householder	16	0.4%
Husband-wife Families by Race of Householder		
Total	1,250	100.0%
Householder is White Alone	404	32.3%
Householder is Black Alone	836	66.9%
Householder is American Indian Alone	4	0.3%
Householder is Asian Alone	3	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	2	0.2%
Husband-wife Families with Hispanic Householder	4	0.3%
Other Families (No Spouse) by Race of Householder		
Total	1,122	100.0%
Householder is White Alone	71	6.3%
Householder is Black Alone	1,042	92.9%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.3%
Householder is Two or More Races	4	0.4%
Other Families with Hispanic Householder	6	0.5%
Nonfamily Households by Race of Householder		
Total	1,392	100.0%
Householder is White Alone	285	20.5%
Householder is Black Alone	1,095	78.7%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	3	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.1%
Householder is Two or More Races	4	0.3%
Nonfamily Households with Hispanic Householder	6	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

2010 Census Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Total Housing Units by Occupancy

Total	5,007	100.0%
Occupied Housing Units	3,764	75.2%
Vacant Housing Units		
For Rent	83	1.7%
Rented, not Occupied	8	0.2%
For Sale Only	16	0.3%
Sold, not Occupied	69	1.4%
For Seasonal/Recreational/Occasional Use	638	12.7%
For Migrant Workers	0	0.0%
Other Vacant	429	8.6%
Total Vacancy Rate	24.8%	

Households by Tenure and Mortgage Status

Total	3,764	100.0%
Owner Occupied	2,742	72.8%
Owned with a Mortgage/Loan	1,216	32.3%
Owned Free and Clear	1,526	40.5%
Average Household Size	2.39	
Renter Occupied	1,022	27.2%
Average Household Size	2.40	

Owner-occupied Housing Units by Race of Householder

Total	2,742	100.0%
Householder is White Alone	664	24.2%
Householder is Black Alone	2,063	75.2%
Householder is American Indian Alone	6	0.2%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.1%
Householder is Two or More Races	6	0.2%
Owner-occupied Housing Units with Hispanic Householder	10	0.4%

Renter-occupied Housing Units by Race of Householder

Total	1,022	100.0%
Householder is White Alone	96	9.4%
Householder is Black Alone	910	89.0%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	6	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.3%
Householder is Two or More Races	4	0.4%
Renter-occupied Housing Units with Hispanic Householder	6	0.6%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.08
Householder is Black Alone	2.47
Householder is American Indian Alone	2.11
Householder is Asian Alone	1.83
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	4.33
Householder is Two or More Races	2.80
Householder is Hispanic	3.25

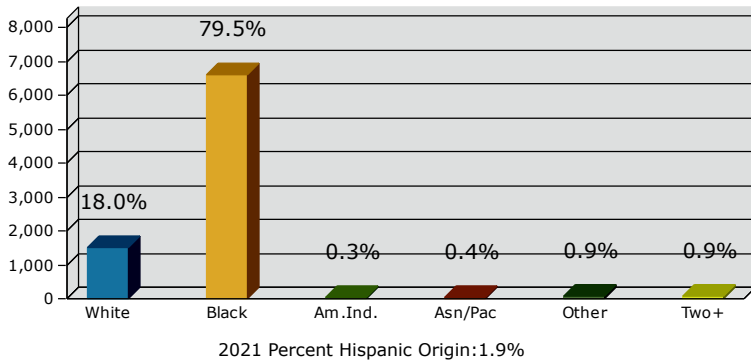
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Graphic Profile

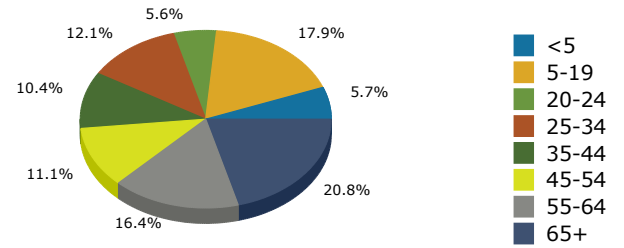
Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

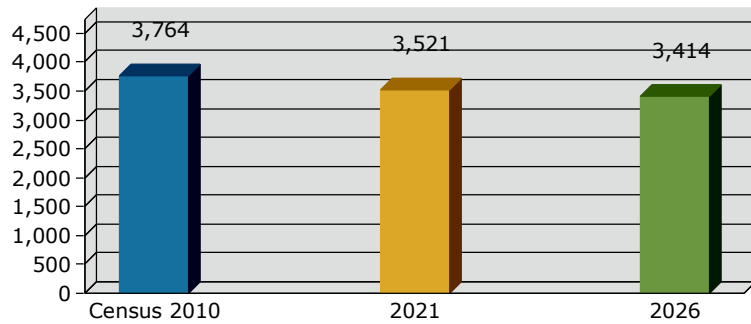
2021 Population by Race



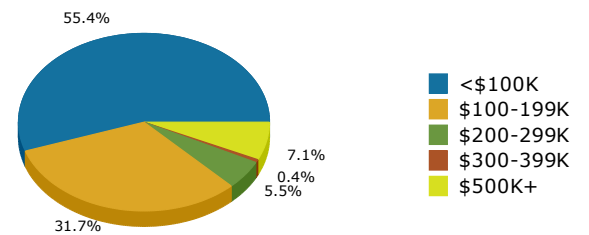
2021 Population by Age



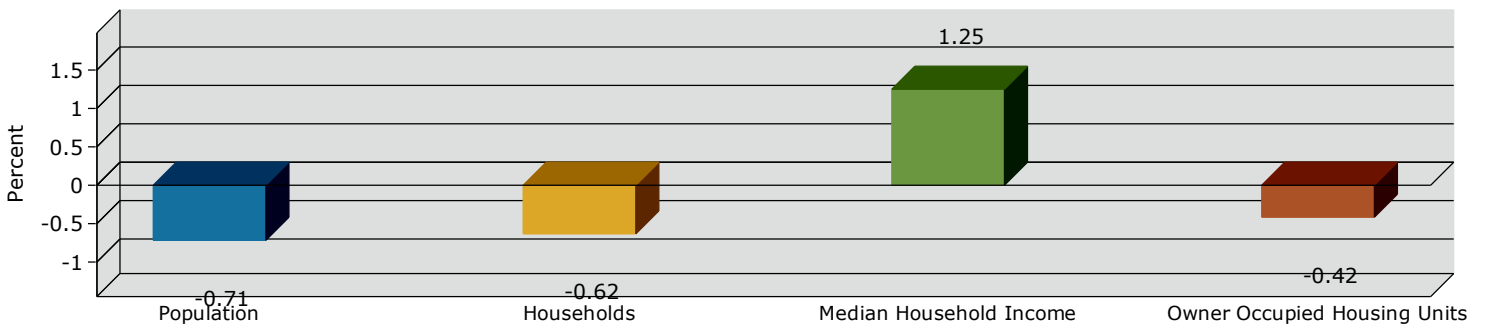
Households



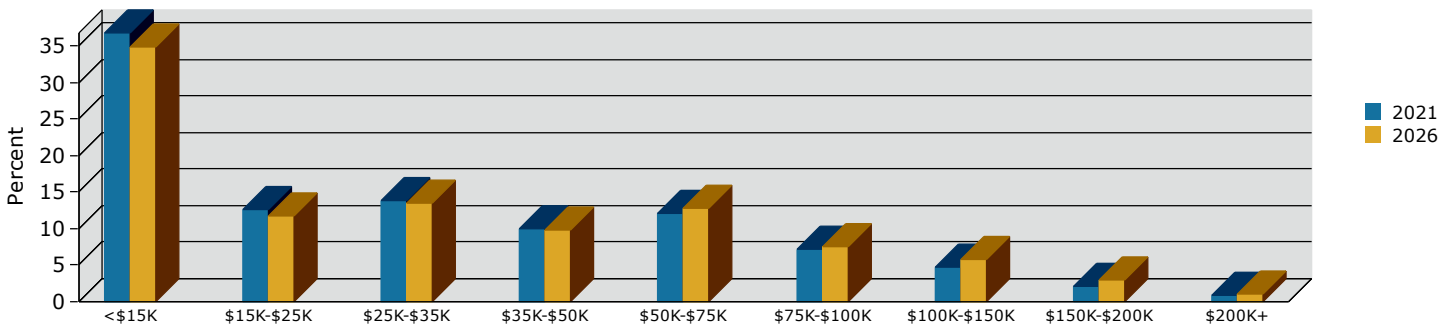
2021 Home Value



2021-2026 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

Community Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Greene County...

Population Summary	
2000 Total Population	9,974
2010 Total Population	9,045
2021 Total Population	8,321
2021 Group Quarters	45
2026 Total Population	8,031
2021-2026 Annual Rate	-0.71%
2021 Total Daytime Population	7,802
Workers	2,272
Residents	5,530
Household Summary	
2000 Households	3,931
2000 Average Household Size	2.52
2010 Households	3,764
2010 Average Household Size	2.39
2021 Households	3,521
2021 Average Household Size	2.35
2026 Households	3,414
2026 Average Household Size	2.34
2021-2026 Annual Rate	-0.62%
2010 Families	2,372
2010 Average Family Size	3.10
2021 Families	2,162
2021 Average Family Size	3.08
2026 Families	2,082
2026 Average Family Size	3.07
2021-2026 Annual Rate	-0.75%
Housing Unit Summary	
2000 Housing Units	5,117
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	23.2%
2010 Housing Units	5,007
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	24.8%
2021 Housing Units	5,007
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	29.7%
2026 Housing Units	4,995
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	31.7%
Median Household Income	
2021	\$25,335
2026	\$26,961
Median Home Value	
2021	\$88,254
2026	\$129,252
Per Capita Income	
2021	\$16,806
2026	\$19,004
Median Age	
2010	41.6
2021	43.3
2026	44.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

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Greene County...

2021 Households by Income

Household Income Base	3,521
<\$15,000	36.8%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	2.2%
\$200,000+	0.8%
Average Household Income	\$39,696

2026 Households by Income

Household Income Base	3,414
<\$15,000	34.9%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	12.8%
\$75,000 - \$99,999	7.6%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	2.9%
\$200,000+	1.0%
Average Household Income	\$44,682

2021 Owner Occupied Housing Units by Value

Total	2,463
<\$50,000	32.5%
\$50,000 - \$99,999	22.9%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	0.4%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	6.4%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$133,942

2026 Owner Occupied Housing Units by Value

Total	2,412
<\$50,000	24.8%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	21.9%
\$200,000 - \$249,999	6.2%
\$250,000 - \$299,999	0.8%
\$300,000 - \$399,999	0.5%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	13.6%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$192,631

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

		Greene County...
2010 Population by Age		
Total		9,045
0 - 4		6.1%
5 - 9		6.5%
10 - 14		7.0%
15 - 24		13.8%
25 - 34		10.0%
35 - 44		10.2%
45 - 54		15.3%
55 - 64		15.0%
65 - 74		8.4%
75 - 84		5.5%
85 +		2.2%
18 +		75.7%
2021 Population by Age		
Total		8,321
0 - 4		5.7%
5 - 9		6.0%
10 - 14		6.1%
15 - 24		11.4%
25 - 34		12.1%
35 - 44		10.4%
45 - 54		11.1%
55 - 64		16.4%
65 - 74		12.4%
75 - 84		5.9%
85 +		2.6%
18 +		78.8%
2026 Population by Age		
Total		8,031
0 - 4		5.7%
5 - 9		5.8%
10 - 14		6.2%
15 - 24		10.8%
25 - 34		11.0%
35 - 44		11.2%
45 - 54		10.8%
55 - 64		13.9%
65 - 74		14.4%
75 - 84		7.4%
85 +		2.7%
18 +		78.6%
2010 Population by Sex		
Males		4,271
Females		4,774
2021 Population by Sex		
Males		3,928
Females		4,393
2026 Population by Sex		
Males		3,796
Females		4,235

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

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Greene County...

2010 Population by Race/Ethnicity

Total	9,045
White Alone	17.4%
Black Alone	81.5%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.5%
Hispanic Origin	0.8%
Diversity Index	31.6

2021 Population by Race/Ethnicity

Total	8,321
White Alone	18.0%
Black Alone	79.5%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	0.9%
Hispanic Origin	1.9%
Diversity Index	36.0

2026 Population by Race/Ethnicity

Total	8,031
White Alone	18.1%
Black Alone	78.7%
American Indian Alone	0.4%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.2%
Hispanic Origin	2.4%
Diversity Index	37.8

2010 Population by Relationship and Household Type

Total	9,045
In Households	99.5%
In Family Households	83.0%
Householder	26.2%
Spouse	13.8%
Child	36.0%
Other relative	5.2%
Nonrelative	1.8%
In Nonfamily Households	16.6%
In Group Quarters	0.5%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Greene County...

2021 Population 25+ by Educational Attainment

Total	5,890
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	13.7%
High School Graduate	37.3%
GED/Alternative Credential	2.3%
Some College, No Degree	23.6%
Associate Degree	6.9%
Bachelor's Degree	6.4%
Graduate/Professional Degree	4.4%

2021 Population 15+ by Marital Status

Total	6,842
Never Married	46.6%
Married	33.8%
Widowed	11.2%
Divorced	8.5%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,168
Population 16+ Employed	88.5%
Population 16+ Unemployment rate	11.5%
Population 16-24 Employed	14.2%
Population 16-24 Unemployment rate	15.2%
Population 25-54 Employed	53.1%
Population 25-54 Unemployment rate	16.0%
Population 55-64 Employed	23.9%
Population 55-64 Unemployment rate	1.5%
Population 65+ Employed	8.8%
Population 65+ Unemployment rate	0.0%

2021 Employed Population 16+ by Industry

Total	2,803
Agriculture/Mining	2.3%
Construction	7.7%
Manufacturing	21.3%
Wholesale Trade	0.0%
Retail Trade	15.5%
Transportation/Utilities	4.4%
Information	0.2%
Finance/Insurance/Real Estate	5.6%
Services	35.0%
Public Administration	8.0%

2021 Employed Population 16+ by Occupation

Total	2,803
White Collar	49.8%
Management/Business/Financial	11.0%
Professional	14.6%
Sales	11.5%
Administrative Support	12.8%
Services	14.8%
Blue Collar	35.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	2.1%
Production	9.4%
Transportation/Material Moving	17.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Greene County...

2010 Households by Type

Total	3,764
Households with 1 Person	34.4%
Households with 2+ People	65.6%
Family Households	63.0%
Husband-wife Families	33.2%
With Related Children	12.4%
Other Family (No Spouse Present)	29.8%
Other Family with Male Householder	4.9%
With Related Children	2.4%
Other Family with Female Householder	24.9%
With Related Children	16.1%
Nonfamily Households	2.6%

All Households with Children	30.9%
------------------------------	-------

Multigenerational Households	6.6%
Unmarried Partner Households	4.3%
Male-female	3.7%
Same-sex	0.6%

2010 Households by Size

Total	3,764
1 Person Household	34.4%
2 Person Household	30.2%
3 Person Household	15.4%
4 Person Household	9.9%
5 Person Household	6.0%
6 Person Household	2.4%
7 + Person Household	1.8%

2010 Households by Tenure and Mortgage Status

Total	3,764
Owner Occupied	72.8%
Owned with a Mortgage/Loan	32.3%
Owned Free and Clear	40.5%
Renter Occupied	27.2%

2021 Affordability, Mortgage and Wealth

Housing Affordability Index	178
Percent of Income for Mortgage	14.6%
Wealth Index	32

2010 Housing Units By Urban/ Rural Status

Total Housing Units	5,007
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

2010 Population By Urban/ Rural Status

Total Population	9,045
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Greene County...

Top Tapestry Segments

1. Rural Bypasses (10E)
2. Modest Income Homes (12D)

2021 Consumer Spending

Apparel & Services: Total \$	\$3,147,671
Average Spent	\$893.97
Spending Potential Index	42
Education: Total \$	\$1,969,494
Average Spent	\$559.36
Spending Potential Index	32
Entertainment/Recreation: Total \$	\$5,520,114
Average Spent	\$1,567.77
Spending Potential Index	49
Food at Home: Total \$	\$9,814,729
Average Spent	\$2,787.48
Spending Potential Index	51
Food Away from Home: Total \$	\$5,988,828
Average Spent	\$1,700.89
Spending Potential Index	45
Health Care: Total \$	\$11,668,635
Average Spent	\$3,314.01
Spending Potential Index	53
HH Furnishings & Equipment: Total \$	\$3,598,136
Average Spent	\$1,021.91
Spending Potential Index	45
Personal Care Products & Services: Total \$	\$1,304,856
Average Spent	\$370.59
Spending Potential Index	41
Shelter: Total \$	\$25,849,688
Average Spent	\$7,341.58
Spending Potential Index	36
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,075,147
Average Spent	\$1,157.38
Spending Potential Index	48
Travel: Total \$	\$3,248,703
Average Spent	\$922.66
Spending Potential Index	36
Vehicle Maintenance & Repairs: Total \$	\$2,105,276
Average Spent	\$597.92
Spending Potential Index	54

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Retail Goods and Services Expenditures

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Rural Bypasses (10E)	86.9%	Population	8,321	8,031
Modest Income Homes (12D)	13.1%	Households	3,521	3,414
	0.0%	Families	2,162	2,082
	0.0%	Median Age	43.3	44.3
	0.0%	Median Household Income	\$25,335	\$26,961
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		42	\$893.97	\$3,147,671
Men's		39	\$157.75	\$555,423
Women's		43	\$316.92	\$1,115,891
Children's		44	\$135.47	\$476,992
Footwear		42	\$211.67	\$745,298
Watches & Jewelry		46	\$58.92	\$207,466
Apparel Products and Services (1)		36	\$18.89	\$66,515
Computer				
Computers and Hardware for Home Use		37	\$61.91	\$217,990
Portable Memory		37	\$1.61	\$5,682
Computer Software		25	\$2.40	\$8,456
Computer Accessories		35	\$6.26	\$22,045
Entertainment & Recreation		49	\$1,567.77	\$5,520,114
Fees and Admissions		30	\$221.36	\$779,425
Membership Fees for Clubs (2)		32	\$78.53	\$276,491
Fees for Participant Sports, excl. Trips		29	\$33.12	\$116,632
Tickets to Theatre/Operas/Concerts		28	\$22.29	\$78,483
Tickets to Movies		32	\$17.66	\$62,187
Tickets to Parks or Museums		46	\$15.65	\$55,118
Admission to Sporting Events, excl. Trips		36	\$22.94	\$80,757
Fees for Recreational Lessons		22	\$30.84	\$108,596
Dating Services		27	\$0.33	\$1,161
TV/Video/Audio		58	\$676.10	\$2,380,534
Cable and Satellite Television Services		62	\$503.27	\$1,772,024
Televisions		47	\$52.76	\$185,760
Satellite Dishes		32	\$0.51	\$1,787
VCRs, Video Cameras, and DVD Players		38	\$1.84	\$6,479
Miscellaneous Video Equipment		55	\$8.47	\$29,823
Video Cassettes and DVDs		45	\$3.45	\$12,148
Video Game Hardware/Accessories		41	\$12.00	\$42,235
Video Game Software		43	\$6.87	\$24,202
Rental/Streaming/Downloaded Video		42	\$29.32	\$103,248
Installation of Televisions		17	\$0.13	\$456
Audio (3)		49	\$52.86	\$186,116
Rental and Repair of TV/Radio/Sound Equipment		156	\$4.62	\$16,257
Pets		58	\$421.53	\$1,484,222
Toys/Games/Crafts/Hobbies (4)		43	\$49.71	\$175,031
Recreational Vehicles and Fees (5)		50	\$56.65	\$199,456
Sports/Recreation/Exercise Equipment (6)		44	\$79.13	\$278,609
Photo Equipment and Supplies (7)		33	\$15.13	\$53,278
Reading (8)		37	\$37.83	\$133,212
Catered Affairs (9)		35	\$10.33	\$36,383
Food		49	\$4,488.37	\$15,803,557
Food at Home		51	\$2,787.48	\$9,814,729
Bakery and Cereal Products		53	\$370.79	\$1,305,563
Meats, Poultry, Fish, and Eggs		52	\$614.59	\$2,163,964
Dairy Products		48	\$260.36	\$916,738
Fruits and Vegetables		47	\$496.88	\$1,749,501
Snacks and Other Food at Home (10)		53	\$1,044.86	\$3,678,963
Food Away from Home		45	\$1,700.89	\$5,988,828
Alcoholic Beverages		35	\$221.54	\$780,027

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	31	\$8,557.45	\$30,130,770
Value of Retirement Plans	33	\$33,127.49	\$116,641,892
Value of Other Financial Assets	33	\$2,806.45	\$9,881,516
Vehicle Loan Amount excluding Interest	55	\$1,564.30	\$5,507,907
Value of Credit Card Debt	45	\$1,248.71	\$4,396,708
Health			
Nonprescription Drugs	64	\$98.95	\$348,386
Prescription Drugs	73	\$242.45	\$853,674
Eyeglasses and Contact Lenses	50	\$48.49	\$170,716
Home			
Mortgage Payment and Basics (11)	35	\$3,733.83	\$13,146,807
Maintenance and Remodeling Services	43	\$1,247.03	\$4,390,778
Maintenance and Remodeling Materials (12)	72	\$443.24	\$1,560,649
Utilities, Fuel, and Public Services	57	\$2,852.01	\$10,041,917
Household Furnishings and Equipment			
Household Textiles (13)	46	\$46.92	\$165,206
Furniture	51	\$324.06	\$1,141,006
Rugs	41	\$12.99	\$45,725
Major Appliances (14)	51	\$193.18	\$680,186
Housewares (15)	42	\$36.82	\$129,633
Small Appliances	45	\$23.65	\$83,268
Luggage	38	\$6.37	\$22,413
Telephones and Accessories	33	\$33.13	\$116,662
Household Operations			
Child Care	32	\$170.63	\$600,794
Lawn and Garden (16)	54	\$272.52	\$959,554
Moving/Storage/Freight Express	42	\$29.64	\$104,355
Housekeeping Supplies (17)	51	\$397.69	\$1,400,258
Insurance			
Owners and Renters Insurance	60	\$374.84	\$1,319,803
Vehicle Insurance	57	\$1,071.76	\$3,773,677
Life/Other Insurance	55	\$329.25	\$1,159,302
Health Insurance	54	\$2,228.06	\$7,844,999
Personal Care Products (18)	46	\$229.66	\$808,632
School Books and Supplies (19)	47	\$61.62	\$216,974
Smoking Products	97	\$372.61	\$1,311,946
Transportation			
Payments on Vehicles excluding Leases	59	\$1,528.06	\$5,380,299
Gasoline and Motor Oil	60	\$1,443.55	\$5,082,746
Vehicle Maintenance and Repairs	54	\$597.92	\$2,105,276
Travel			
Airline Fares	29	\$182.02	\$640,897
Lodging on Trips	39	\$280.07	\$986,143
Auto/Truck Rental on Trips	34	\$18.47	\$65,016
Food and Drink on Trips	40	\$237.51	\$836,264

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 29, 2022

Retail Goods and Services Expenditures

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail MarketPlace Profile

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Summary Demographics

2021 Population	8,321
2021 Households	3,521
2021 Median Disposable Income	\$20,975
2021 Per Capita Income	\$16,806

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

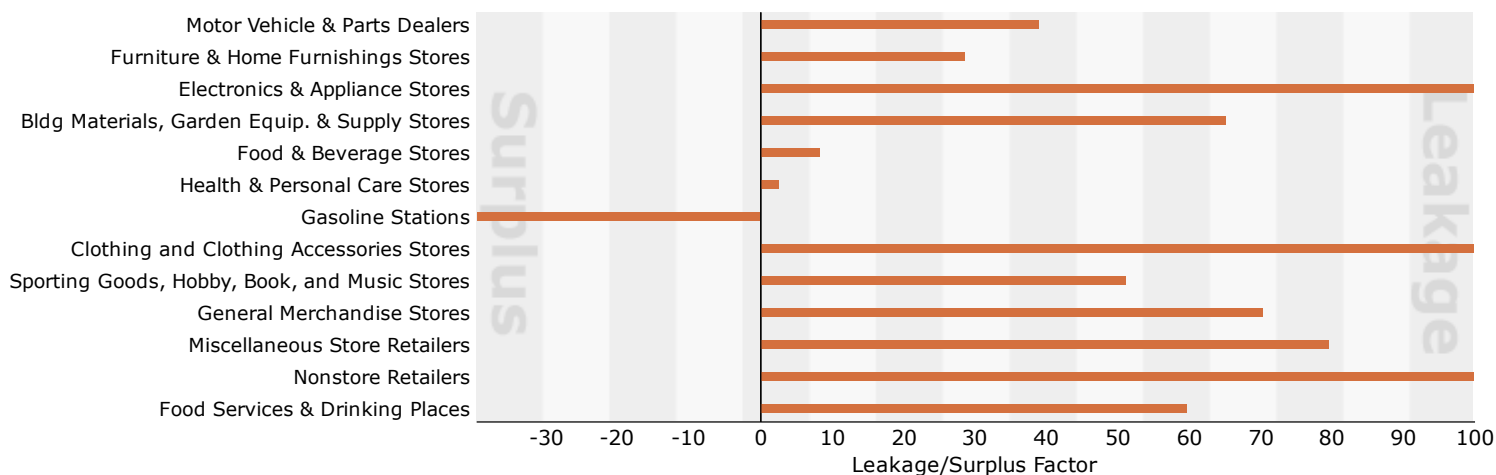
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$84,521,445	\$54,599,138	\$29,922,307	21.5	63
Total Retail Trade	44-45	\$77,769,223	\$52,899,937	\$24,869,286	19.0	48
Total Food & Drink	722	\$6,752,222	\$1,699,201	\$5,053,021	59.8	15
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$18,743,484	\$8,224,740	\$10,518,744	39.0	3
Automobile Dealers	4411	\$14,797,147	\$7,968,286	\$6,828,861	30.0	1
Other Motor Vehicle Dealers	4412	\$2,342,543	\$0	\$2,342,543	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,603,794	\$256,454	\$1,347,340	72.4	2
Furniture & Home Furnishings Stores	442	\$2,269,749	\$1,259,459	\$1,010,290	28.6	2
Furniture Stores	4421	\$1,333,470	\$1,259,459	\$74,011	2.9	2
Home Furnishings Stores	4422	\$936,279	\$0	\$936,279	100.0	0
Electronics & Appliance Stores	443	\$1,917,178	\$0	\$1,917,178	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,333,298	\$1,117,926	\$4,215,372	65.3	2
Bldg Material & Supplies Dealers	4441	\$4,960,647	\$747,850	\$4,212,797	73.8	1
Lawn & Garden Equip & Supply Stores	4442	\$372,651	\$370,076	\$2,575	0.3	1
Food & Beverage Stores	445	\$11,864,035	\$10,023,012	\$1,841,023	8.4	15
Grocery Stores	4451	\$11,003,737	\$9,324,976	\$1,678,761	8.3	12
Specialty Food Stores	4452	\$428,103	\$140,060	\$288,043	50.7	1
Beer, Wine & Liquor Stores	4453	\$432,195	\$557,976	-\$125,781	-12.7	2
Health & Personal Care Stores	446,4461	\$4,978,609	\$4,721,238	\$257,371	2.7	3
Gasoline Stations	447,4471	\$10,363,108	\$24,054,395	-\$13,691,287	-39.8	10
Clothing & Clothing Accessories Stores	448	\$2,181,441	\$0	\$2,181,441	100.0	0
Clothing Stores	4481	\$1,478,270	\$0	\$1,478,270	100.0	0
Shoe Stores	4482	\$341,797	\$0	\$341,797	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$361,374	\$0	\$361,374	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,199,887	\$709,483	\$1,490,404	51.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,934,350	\$709,483	\$1,224,867	46.3	2
Book, Periodical & Music Stores	4512	\$265,537	\$0	\$265,537	100.0	0
General Merchandise Stores	452	\$13,744,458	\$2,388,606	\$11,355,852	70.4	4
Department Stores Excluding Leased Depts.	4521	\$9,279,947	\$831,582	\$8,448,365	83.6	1
Other General Merchandise Stores	4529	\$4,464,511	\$1,557,024	\$2,907,487	48.3	3
Miscellaneous Store Retailers	453	\$3,548,371	\$401,078	\$3,147,293	79.7	7
Florists	4531	\$117,263	\$62,404	\$54,859	30.5	2
Office Supplies, Stationery & Gift Stores	4532	\$514,312	\$116,566	\$397,746	63.0	2
Used Merchandise Stores	4533	\$455,373	\$222,108	\$233,265	34.4	3
Other Miscellaneous Store Retailers	4539	\$2,461,423	\$0	\$2,461,423	100.0	0
Nonstore Retailers	454	\$625,605	\$0	\$625,605	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$170,429	\$0	\$170,429	100.0	0
Vending Machine Operators	4542	\$94,206	\$0	\$94,206	100.0	0
Direct Selling Establishments	4543	\$360,970	\$0	\$360,970	100.0	0
Food Services & Drinking Places	722	\$6,752,222	\$1,699,201	\$5,053,021	59.8	15
Special Food Services	7223	\$39,140	\$0	\$39,140	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$121,470	\$117,574	\$3,896	1.6	2
Restaurants/Other Eating Places	7225	\$6,591,612	\$1,581,627	\$5,009,985	61.3	13

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

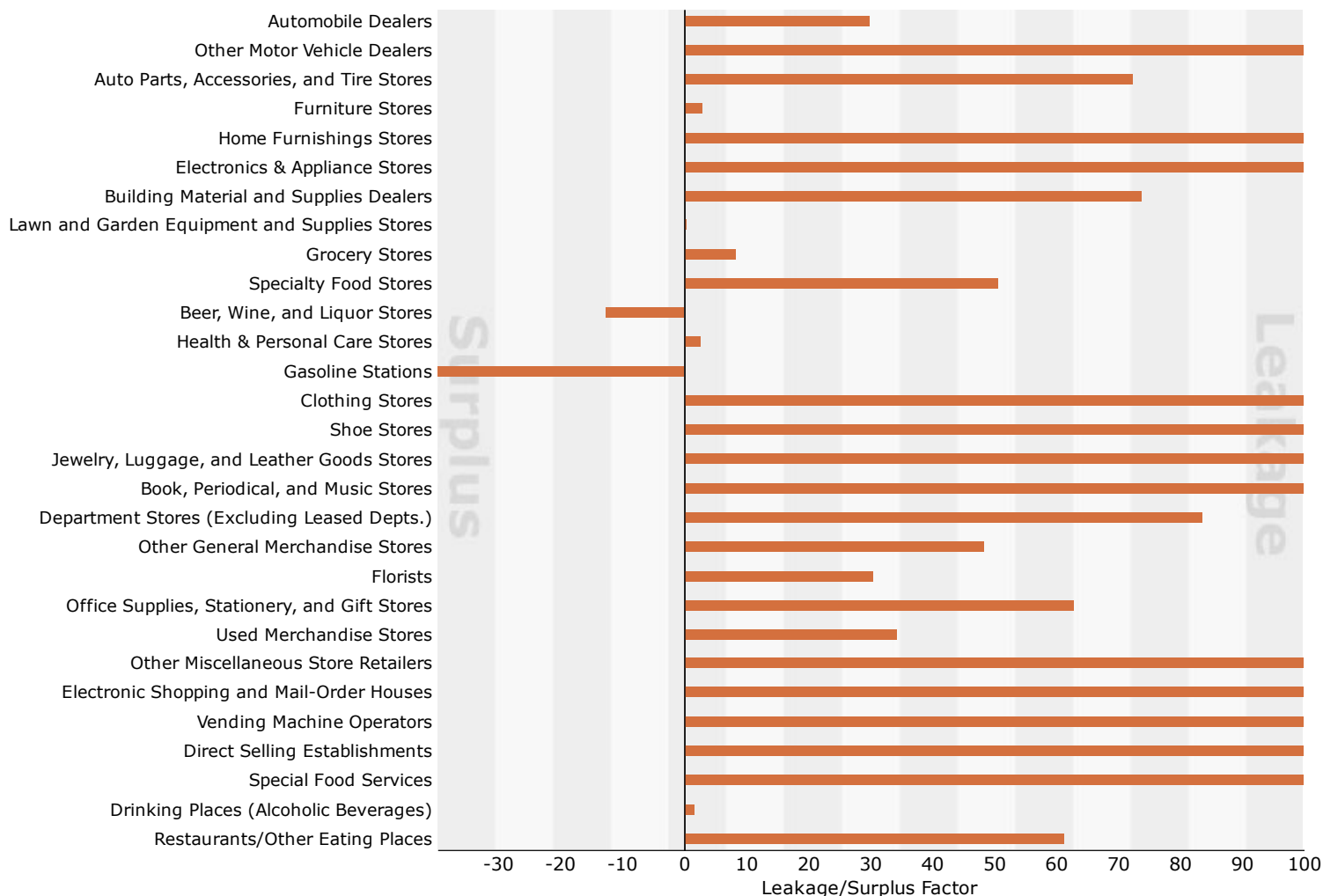
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Business Summary

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Data for all businesses in area		Greene County...			
Total Businesses:		250			
Total Employees:		2,124			
Total Residential Population:		8,321			
Employee/Residential Population Ratio (per 100 Residents)		26			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		5	2.0%	16	0.8%
Construction		8	3.2%	51	2.4%
Manufacturing		7	2.8%	296	13.9%
Transportation		12	4.8%	54	2.5%
Communication		1	0.4%	5	0.2%
Utility		4	1.6%	137	6.5%
Wholesale Trade		3	1.2%	56	2.6%
Retail Trade Summary		52	20.8%	283	13.3%
Home Improvement		1	0.4%	10	0.5%
General Merchandise Stores		5	2.0%	34	1.6%
Food Stores		11	4.4%	76	3.6%
Auto Dealers, Gas Stations, Auto Aftermarket		11	4.4%	61	2.9%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		2	0.8%	10	0.5%
Eating & Drinking Places		11	4.4%	72	3.4%
Miscellaneous Retail		11	4.4%	20	0.9%
Finance, Insurance, Real Estate Summary		20	8.0%	106	5.0%
Banks, Savings & Lending Institutions		4	1.6%	56	2.6%
Securities Brokers		0	0.0%	0	0.0%
Insurance Carriers & Agents		5	2.0%	13	0.6%
Real Estate, Holding, Other Investment Offices		11	4.4%	37	1.7%
Services Summary		89	35.6%	793	37.3%
Hotels & Lodging		4	1.6%	17	0.8%
Automotive Services		10	4.0%	23	1.1%
Motion Pictures & Amusements		10	4.0%	59	2.8%
Health Services		8	3.2%	294	13.8%
Legal Services		3	1.2%	9	0.4%
Education Institutions & Libraries		9	3.6%	223	10.5%
Other Services		45	18.0%	168	7.9%
Government		41	16.4%	284	13.4%
Unclassified Establishments		8	3.2%	43	2.0%
Totals		250	100.0%	2,124	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

January 29, 2022



Business Summary

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	5	2.0%	16	0.8%
Mining	0	0.0%	0	0.0%
Utilities	3	1.2%	126	5.9%
Construction	8	3.2%	51	2.4%
Manufacturing	4	1.6%	283	13.3%
Wholesale Trade	2	0.8%	55	2.6%
Retail Trade	42	16.8%	212	10.0%
Motor Vehicle & Parts Dealers	4	1.6%	14	0.7%
Furniture & Home Furnishings Stores	2	0.8%	10	0.5%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.4%	10	0.5%
Food & Beverage Stores	12	4.8%	77	3.6%
Health & Personal Care Stores	2	0.8%	8	0.4%
Gasoline Stations	7	2.8%	47	2.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	7	0.3%
General Merchandise Stores	5	2.0%	34	1.6%
Miscellaneous Store Retailers	4	1.6%	5	0.2%
Nonstore Retailers	4	1.6%	0	0.0%
Transportation & Warehousing	12	4.8%	51	2.4%
Information	5	2.0%	17	0.8%
Finance & Insurance	9	3.6%	69	3.2%
Central Bank/Credit Intermediation & Related Activities	4	1.6%	56	2.6%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	5	2.0%	13	0.6%
Real Estate, Rental & Leasing	18	7.2%	61	2.9%
Professional, Scientific & Tech Services	6	2.4%	20	0.9%
Legal Services	3	1.2%	9	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	3	1.2%	14	0.7%
Educational Services	8	3.2%	221	10.4%
Health Care & Social Assistance	16	6.4%	373	17.6%
Arts, Entertainment & Recreation	10	4.0%	59	2.8%
Accommodation & Food Services	15	6.0%	89	4.2%
Accommodation	4	1.6%	17	0.8%
Food Services & Drinking Places	11	4.4%	72	3.4%
Other Services (except Public Administration)	35	14.0%	80	3.8%
Automotive Repair & Maintenance	2	0.8%	3	0.1%
Public Administration	41	16.4%	284	13.4%
Unclassified Establishments	8	3.2%	43	2.0%
Total	250	100.0%	2,124	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

January 29, 2022

Retail Market Potential

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Demographic Summary		2021	2026
Population		8,321	8,031
Population 18+		6,558	6,312
Households		3,521	3,414
Median Household Income		\$25,335	\$26,961

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,311	35.2%	72
Bought any women's clothing in last 12 months	2,744	41.8%	93
Bought any shoes in last 12 months	3,084	47.0%	88
Bought costume jewelry in last 12 months	1,044	15.9%	99
Bought any fine jewelry in last 12 months	1,230	18.8%	102
Bought a watch in last 12 months	712	10.9%	75
Automobiles (Households)			
HH owns/leases any vehicle	2,608	74.1%	86
HH bought/leased new vehicle last 12 months	160	4.5%	50
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,993	76.1%	89
Bought/changed motor oil in last 12 months	2,996	45.7%	101
Had tune-up in last 12 months	1,334	20.3%	84
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,544	69.3%	98
Drank non-diet (regular) in last 6 months	3,300	50.3%	120
Drank beer/ale in last 6 months	2,140	32.6%	79
Cameras (Adults)			
Own digital point & shoot camera/camcorder	241	3.7%	46
Own digital SLR camera/camcorder	334	5.1%	64
Printed digital photos in last 12 months	793	12.1%	55
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,365	36.1%	112
Have a smartphone	5,218	79.6%	89
Have a smartphone: Android phone (any brand)	3,027	46.2%	113
Have a smartphone: Apple iPhone	1,955	29.8%	62
Number of cell phones in household: 1	1,598	45.4%	150
Number of cell phones in household: 2	1,071	30.4%	80
Number of cell phones in household: 3+	749	21.3%	72
HH has cell phone only (no landline telephone)	2,518	71.5%	111
Computers (Households)			
HH owns a computer	1,870	53.1%	71
HH owns desktop computer	764	21.7%	62
HH owns laptop/notebook	1,373	39.0%	66
HH owns any Apple/Mac brand computer	254	7.2%	36
HH owns any PC/non-Apple brand computer	1,687	47.9%	79
HH purchased most recent computer in a store	792	22.5%	64
HH purchased most recent computer online	291	8.3%	52
HH spent \$1-\$499 on most recent home computer	393	11.2%	78
HH spent \$500-\$999 on most recent home computer	257	7.3%	44
HH spent \$1,000-\$1,499 on most recent home computer	186	5.3%	51
HH spent \$1,500-\$1,999 on most recent home computer	99	2.8%	57
HH spent \$2,000+ on most recent home computer	84	2.4%	54

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

January 29, 2022

Retail Market Potential

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,733	56.9%	93
Bought brewed coffee at convenience store in last 30 days	578	8.8%	70
Bought cigarettes at convenience store in last 30 days	840	12.8%	140
Bought gas at convenience store in last 30 days	2,645	40.3%	110
Spent at convenience store in last 30 days: \$1-19	449	6.8%	98
Spent at convenience store in last 30 days: \$20-\$39	507	7.7%	83
Spent at convenience store in last 30 days: \$40-\$50	497	7.6%	94
Spent at convenience store in last 30 days: \$51-\$99	285	4.3%	78
Spent at convenience store in last 30 days: \$100+	1,759	26.8%	122
Entertainment (Adults)			
Attended a movie in last 6 months	3,077	46.9%	79
Went to live theater in last 12 months	553	8.4%	68
Went to a bar/night club in last 12 months	704	10.7%	61
Dined out in last 12 months	2,123	32.4%	64
Gambled at a casino in last 12 months	643	9.8%	74
Visited a theme park in last 12 months	822	12.5%	68
Viewed movie (video-on-demand) in last 30 days	517	7.9%	53
Viewed TV show (video-on-demand) in last 30 days	379	5.8%	57
Watched any pay-per-view TV in last 12 months	406	6.2%	83
Downloaded a movie over the Internet in last 30 days	372	5.7%	60
Downloaded any individual song in last 6 months	1,054	16.1%	87
Used internet to watch a movie online in the last 30 days	1,198	18.3%	56
Used internet to watch a TV program online in last 30 days	925	14.1%	67
Played a video/electronic game (console) in last 12 months	398	6.1%	64
Played a video/electronic game (portable) in last 12 months	305	4.7%	96
Financial (Adults)			
Have home mortgage (1st)	1,190	18.1%	56
Used ATM/cash machine in last 12 months	2,661	40.6%	75
Own any stock	334	5.1%	61
Own U.S. savings bond	209	3.2%	65
Own shares in mutual fund (stock)	321	4.9%	61
Own shares in mutual fund (bonds)	253	3.9%	74
Have interest checking account	1,091	16.6%	56
Have non-interest checking account	1,887	28.8%	94
Have savings account	2,751	41.9%	70
Have 401K retirement savings plan	806	12.3%	70
Own/used any credit/debit card in last 12 months	4,452	67.9%	82
Avg monthly credit card expenditures: \$1-110	678	10.3%	91
Avg monthly credit card expenditures: \$111-\$225	428	6.5%	89
Avg monthly credit card expenditures: \$226-\$450	184	2.8%	38
Avg monthly credit card expenditures: \$451-\$700	416	6.3%	93
Avg monthly credit card expenditures: \$701-\$1,000	268	4.1%	64
Avg monthly credit card expenditures: \$1001-2000	315	4.8%	60
Avg monthly credit card expenditures: \$2001+	231	3.5%	52
Did banking online in last 12 months	1,746	26.6%	62
Did banking on mobile device in last 12 months	1,198	18.3%	57
Paid bills online in last 12 months	2,623	40.0%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

Retail Market Potential

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	2,126	60.4%	89
HH used bread in last 6 months	3,359	95.4%	102
HH used chicken (fresh or frozen) in last 6 months	2,165	61.5%	92
HH used turkey (fresh or frozen) in last 6 months	423	12.0%	86
HH used fish/seafood (fresh or frozen) in last 6 months	1,707	48.5%	88
HH used fresh fruit/vegetables in last 6 months	2,556	72.6%	86
HH used fresh milk in last 6 months	2,785	79.1%	95
HH used organic food in last 6 months	477	13.5%	56
Health (Adults)			
Exercise at home 2+ times per week	1,201	18.3%	61
Exercise at club 2+ times per week	440	6.7%	47
Visited a doctor in last 12 months	4,193	63.9%	83
Used vitamin/dietary supplement in last 6 months	3,192	48.7%	89
Home (Households)			
HH did any home improvement in last 12 months	666	18.9%	66
HH used any maid/professional cleaning service in last 12 months	256	7.3%	47
HH purchased low ticket HH furnishings in last 12 months	576	16.4%	91
HH purchased big ticket HH furnishings in last 12 months	527	15.0%	65
HH bought any small kitchen appliance in last 12 months	667	18.9%	81
HH bought any large kitchen appliance in last 12 months	325	9.2%	69
Insurance (Adults/Households)			
Currently carry life insurance	2,850	43.5%	98
Carry medical/hospital/accident insurance	4,026	61.4%	82
Carry homeowner/personal property insurance	2,669	40.7%	83
Carry renter's insurance	232	3.5%	38
HH has auto insurance: 1 vehicle in household covered	1,090	31.0%	107
HH has auto insurance: 2 vehicles in household covered	562	16.0%	58
HH has auto insurance: 3+ vehicles in household covered	592	16.8%	73
Pets (Households)			
Household owns any pet	1,665	47.3%	89
Household owns any cat	704	20.0%	87
Household owns any dog	1,396	39.6%	98
Psychographics (Adults)			
Buying American is important to me	2,383	36.3%	100
Usually buy items on credit rather than wait	971	14.8%	109
Usually buy based on quality - not price	1,225	18.7%	99
Price is usually more important than brand name	2,117	32.3%	111
Usually use coupons for brands I buy often	1,506	23.0%	147
Am interested in how to help the environment	1,231	18.8%	90
Usually pay more for environ safe product	876	13.4%	89
Usually value green products over convenience	710	10.8%	93
Likely to buy a brand that supports a charity	2,216	33.8%	95
Reading (Adults)			
Bought digital book in last 12 months	733	11.2%	78
Bought hardcover book in last 12 months	547	8.3%	40
Bought paperback book in last 12 month	1,253	19.1%	67
Read any daily newspaper (paper version)	1,078	16.4%	112
Read any digital newspaper in last 30 days	2,237	34.1%	76
Read any magazine (paper/electronic version) in last 6 months	5,481	83.6%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

Retail Market Potential

Greene County, AL
Greene County, AL (01063)
Geography: County

Prepared by GSG Hospitality Group

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,082	62.2%	86
Went to family restaurant/steak house: 4+ times a month	1,631	24.9%	101
Went to fast food/drive-in restaurant in last 6 months	5,599	85.4%	95
Went to fast food/drive-in restaurant 9+ times/month	2,606	39.7%	104
Fast food restaurant last 6 months: eat in	1,618	24.7%	76
Fast food restaurant last 6 months: home delivery	251	3.8%	43
Fast food restaurant last 6 months: take-out/drive-thru	2,868	43.7%	91
Fast food restaurant last 6 months: take-out/walk-in	1,135	17.3%	84
Television & Electronics (Adults/Households)			
Own any tablet	2,365	36.1%	70
Own any e-reader	398	6.1%	59
Own e-reader/tablet: iPad	905	13.8%	45
HH has Internet connectable TV	983	27.9%	76
Own any portable MP3 player	507	7.7%	53
HH owns 1 TV	881	25.0%	118
HH owns 2 TVs	829	23.5%	89
HH owns 3 TVs	711	20.2%	96
HH owns 4+ TVs	497	14.1%	80
HH subscribes to cable TV	961	27.3%	69
HH subscribes to fiber optic	72	2.0%	35
HH owns portable GPS navigation device	439	12.5%	65
HH purchased video game system in last 12 months	240	6.8%	83
HH owns any Internet video device for TV	873	24.8%	74
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,221	33.9%	63
Took 3+ domestic non-business trips in last 12 months	290	4.4%	35
Spent on domestic vacations in last 12 months: \$1-999	428	6.5%	62
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	253	3.9%	60
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	221	3.4%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	195	3.0%	68
Spent on domestic vacations in last 12 months: \$3,000+	256	3.9%	55
Domestic travel in last 12 months: used general travel website	213	3.2%	48
Took foreign trip (including Alaska and Hawaii) in last 3 years	822	12.5%	41
Took 3+ foreign trips by plane in last 3 years	149	2.3%	34
Spent on foreign vacations in last 12 months: \$1-999	226	3.4%	63
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	187	2.9%	64
Spent on foreign vacations in last 12 months: \$3,000+	176	2.7%	38
Foreign travel in last 3 years: used general travel website	226	3.4%	55
Nights spent in hotel/motel in last 12 months: any	1,960	29.9%	64
Took cruise of more than one day in last 3 years	461	7.0%	72
Member of any frequent flyer program	349	5.3%	26
Member of any hotel rewards program	791	12.1%	57

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



Trend Report - Custom Trend: Greene County, AL Area Selected Properties

January 2013 to November 2021 Currency : USD - US Dollar

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Corporate North American Headquarters

T: +1 (615) 824 8664

trend@str.com www.str.com

International Headquarters

T: +44 (0) 207 922 1930

hoteltrends@str.com www.str.com

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Occupancy (%)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	50.4	62.0	70.9	65.2	59.8	72.0	72.6	68.2	59.7	69.7	60.1	48.8	63.3	64.6
2014	53.0	72.1	72.8	68.2	63.4	71.4	73.4	68.4	62.0	65.6	62.0	46.9	64.9	66.5
2015	53.2	63.4	60.8	60.0	57.6	68.8	69.6	63.9	58.1	63.5	54.1	44.4	59.7	61.3
2016	51.5	64.0	67.0	66.2	63.0	69.3	72.3	68.9	56.7	65.3	59.8	43.1	62.1	64.0
2017	49.7	65.2	74.8	67.1	66.5	72.1	75.9	71.9	69.3	67.3	62.4	49.9	66.0	67.5
2018	57.6	70.9	73.0	76.2	69.0	77.8	77.0	78.0	64.5	69.4	64.1	46.7	68.5	70.6
2019	55.5	72.8	80.5	77.7	74.6	79.7	77.1	74.4	65.2	69.7	64.7	48.5	69.9	71.9
2020	52.2	69.2	46.2	28.2	39.9	47.7	51.2	56.0	50.0	53.3	44.7	39.8	48.1	48.9
2021	43.8	52.2	63.7	69.3	66.3	68.4	67.5	70.1	61.3	62.2	59.2			62.5
Avg	51.7	65.5	67.3	63.9	62.2	69.3	70.2	68.7	60.6	64.7	58.7	45.8	62.5	63.9

ADR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	86.75	89.24	89.44	94.31	94.18	90.18	91.68	97.35	116.69	120.29	113.36	90.51	97.98	98.51
2014	87.22	89.40	92.68	97.11	97.08	92.68	92.89	103.74	129.38	108.79	125.77	89.55	100.45	101.17
2015	89.59	94.91	97.34	102.10	107.03	97.97	100.82	111.67	139.68	135.82	130.73	98.62	109.65	110.43
2016	91.63	99.19	100.09	104.81	115.77	100.34	102.16	115.24	138.61	132.99	149.34	98.17	112.72	113.67
2017	94.95	100.21	101.23	107.01	117.56	103.25	106.37	123.90	148.22	142.69	136.32	102.49	115.87	116.79
2018	97.56	106.04	106.90	116.86	122.39	107.22	104.43	126.62	158.28	130.49	161.98	103.10	120.42	121.53
2019	101.17	111.47	109.19	110.65	126.37	107.04	107.59	127.68	151.63	145.60	142.26	105.14	120.79	121.81
2020	100.91	112.13	102.65	84.06	85.59	89.30	99.23	122.06	95.34	119.37	101.92	91.94	102.29	103.11
2021	89.97	92.48	101.69	121.00	118.44	108.94	116.73	137.86	150.91	168.34	173.04			127.14
Avg	94.04	100.71	100.93	107.04	112.04	100.97	103.59	120.67	138.54	136.03	140.31	98.07	111.24	114.28

RevPAR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	43.76	55.31	63.37	61.53	56.27	64.94	66.52	66.38	69.70	83.79	68.18	44.18	62.00	63.66
2014	46.25	64.43	67.47	66.26	61.54	66.17	68.14	70.93	80.26	71.37	77.99	42.01	65.16	67.31
2015	47.64	60.18	59.14	61.23	61.65	67.42	70.16	71.33	81.15	86.20	70.66	43.76	65.51	67.66
2016	47.23	63.49	67.02	69.40	72.98	69.50	73.84	79.43	78.56	86.89	89.27	42.26	70.04	72.71
2017	47.16	65.37	75.75	71.78	78.12	74.40	80.74	89.09	102.71	96.09	85.10	51.18	76.47	78.82
2018	56.17	75.16	78.01	89.07	84.41	83.43	80.36	98.77	102.11	90.58	103.88	48.19	82.50	85.81
2019	56.19	81.10	87.88	86.00	94.27	85.36	83.00	94.97	98.86	101.44	92.02	50.96	84.37	87.60
2020	52.64	77.65	47.46	23.69	34.16	42.59	50.78	68.42	47.68	63.68	45.53	36.62	49.23	50.46
2021	39.39	48.26	64.81	83.89	78.56	74.52	78.84	96.69	92.54	104.76	102.52			79.40
Avg	48.59	65.97	67.92	68.40	69.70	69.98	72.67	82.95	83.97	88.00	82.37	44.90	69.58	73.03

Supply	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	Nov YTD
2013	44,485	40,180	44,485	43,050	44,485	43,050	44,485	44,485	43,050	44,485	43,050	44,485		523,775	479,290
2014	44,485	40,180	44,485	43,050	44,485	43,050	44,485	44,485	43,020	44,516	43,080	44,516		523,837	479,321
2015	44,516	40,208	49,290	51,090	52,793	51,090	55,769	55,769	53,970	55,769	53,970	55,769		620,003	564,234
2016	55,769	50,372	55,769	53,970	55,769	53,970	55,769	55,769	56,700	58,590	56,700	58,590		667,737	609,147
2017	58,590	52,920	58,590	56,700	58,590	56,700	58,590	58,590	56,700	58,590	56,700	58,590		689,850	631,260
2018	58,590	52,920	58,590	56,700	58,590	56,700	58,590	58,590	59,760	61,752	59,760	61,752		702,294	640,542
2019	61,752	55,776	61,752	59,760	61,752	59,760	61,752	65,503	63,390	65,503	63,390	65,627		745,717	680,090
2020	65,627	59,276	65,627	63,510	65,627	63,510	68,479	71,362	69,060	71,362	69,060	71,362		803,862	732,500
2021	71,362	64,456	74,896	72,480	74,896	76,080	78,616	78,616	76,080	78,616	76,080				822,178
Avg	56,131	50,699	57,054	55,590	57,443	55,990	58,504	59,241	57,970	59,909	57,977	57,586		659,634	626,507

Demand	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	22,438	24,903	31,518	28,087	26,582	31,001	32,279	30,333	25,712	30,987	25,893	21,715	331,448	309,733
2014	23,588	28,958	32,384	29,377	28,200	30,737	32,632	30,419	26,687	29,205	26,714	20,881	339,782	318,901
2015	23,674	25,495	29,948	30,636	30,407	35,157	38,808	35,624	31,355	35,392	29,172	24,748	370,416	345,668
2016	28,743	32,245	37,343	35,735	35,156	37,382	40,306	38,438	32,135	38,283	33,892	25,223	414,881	389,658
2017	29,102	34,521	43,845	38,032	38,936	40,856	44,471	42,127	39,289	39,457	35,396	29,259	455,291	426,032
2018	33,731	37,509	42,755	43,215	40,408	44,116	45,086	45,704	38,552	42,864	38,322	28,862	481,124	452,262
2019	34,298	40,581	49,702	46,449	46,068	47,656	47,638	48,726	41,330	45,636	41,004	31,807	520,895	489,088
2020	34,235	41,048	30,342	17,901	26,191	30,288	35,047	39,998	34,534	38,069	30,853	28,423	386,929	358,506
2021	31,241	33,634	47,729	50,251	49,680	52,045	53,099	55,139	46,654	48,923	45,075			513,470
Avg	29,006	33,210	38,396	35,520	35,736	38,804	41,041	40,723	35,139	38,757	34,036	26,365	412,596	400,369

Revenue (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	1,946,574	2,222,336	2,819,109	2,648,958	2,503,388	2,795,699	2,959,199	2,952,880	3,000,416	3,727,385	2,935,175	1,965,496	32,476,615	30,511,119
2014	2,057,228	2,588,790	3,001,264	2,852,693	2,737,535	2,848,643	3,031,303	3,155,535	3,452,652	3,177,088	3,359,938	1,869,956	34,132,625	32,262,669
2015	2,120,955	2,419,622	2,914,998	3,128,030	3,254,462	3,444,454	3,912,682	3,978,100	4,379,539	4,807,069	3,813,728	2,440,729	40,614,368	38,173,639
2016	2,633,760	3,198,354	3,737,709	3,745,561	4,070,164	3,750,959	4,117,792	4,429,747	4,454,319	5,091,113	5,061,533	2,476,172	46,767,183	44,291,011
2017	2,763,231	3,459,454	4,438,295	4,069,862	4,577,305	4,218,338	4,730,431	5,219,736	5,823,489	5,630,139	4,825,550	2,998,763	52,754,393	49,755,630
2018	3,290,944	3,977,620	4,570,621	5,050,312	4,945,715	4,730,240	4,708,142	5,786,830	6,101,950	5,593,374	6,207,586	2,975,586	57,938,920	54,963,334
2019	3,470,042	4,523,400	5,426,726	5,139,492	5,821,438	5,101,257	5,125,564	6,221,140	6,266,971	6,644,491	5,833,213	3,344,118	62,917,852	59,573,734
2020	3,454,814	4,602,761	3,114,711	1,504,771	2,241,629	2,704,574	3,477,672	4,882,244	3,292,448	4,544,151	3,144,465	2,613,324	39,577,564	36,964,240
2021	2,810,612	3,110,606	4,853,711	6,080,602	5,884,087	5,669,540	6,198,353	7,601,316	7,040,456	8,235,776	7,799,880			65,284,939
Avg	2,727,573	3,344,771	3,875,238	3,802,253	4,003,969	3,918,189	4,251,238	4,914,170	4,868,027	5,272,287	4,775,652	2,585,518	45,897,440	45,753,368

Occupancy															
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD	
2014	5.1	16.3	2.7	4.6	6.1	-0.9	1.1	0.3	3.9	-5.8	3.1	-3.9	2.5	3.0	
2015	0.3	-12.0	-16.5	-12.1	-9.1	-3.6	-5.1	-6.6	-6.3	-3.3	-12.8	-5.4	-7.9	-7.9	
2016	-3.1	1.0	10.2	10.4	9.4	0.7	3.9	7.9	-2.4	3.0	10.6	-3.0	4.0	4.4	
2017	-3.6	1.9	11.8	1.3	5.4	4.0	5.0	4.3	22.3	3.1	4.4	16.0	6.2	5.5	
2018	15.9	8.7	-2.5	13.6	3.8	8.0	1.4	8.5	-6.9	3.1	2.7	-6.4	3.8	4.6	
2019	-3.5	2.7	10.3	2.0	8.2	2.5	0.2	-4.6	1.1	0.4	0.9	3.7	2.0	1.9	
2020	-6.1	-4.8	-42.6	-63.7	-46.5	-40.2	-33.7	-24.7	-23.3	-23.4	-30.9	-17.8	-31.1	-31.9	
2021	-16.1	-24.6	37.8	146.0	66.2	43.4	32.0	25.1	22.6	16.7	32.6			27.6	
Avg	-1.4	-1.4	1.4	12.8	5.4	1.7	0.6	1.3	1.4	-0.8	1.3	-2.4	-2.9	0.9	

ADR															
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD	
2014	0.5	0.2	3.6	3.0	3.1	2.8	1.3	6.6	10.9	-9.6	11.0	-1.1	2.5	2.7	
2015	2.7	6.2	5.0	5.1	10.3	5.7	8.5	7.6	8.0	24.9	3.9	10.1	9.1	9.2	
2016	2.3	4.5	2.8	2.7	8.2	2.4	1.3	3.2	-0.8	-2.1	14.2	-0.5	2.8	2.9	
2017	3.6	1.0	1.1	2.1	1.5	2.9	4.1	7.5	6.9	7.3	-8.7	4.4	2.8	2.7	
2018	2.8	5.8	5.6	9.2	4.1	3.8	-1.8	2.2	6.8	-8.5	18.8	0.6	3.9	4.1	
2019	3.7	5.1	2.1	-5.3	3.2	-0.2	3.0	0.8	-4.2	11.6	-12.2	2.0	0.3	0.2	
2020	-0.3	0.6	-6.0	-24.0	-32.3	-16.6	-7.8	-4.4	-37.1	-18.0	-28.4	-12.5	-15.3	-15.4	
2021	-10.8	-17.5	-0.9	43.9	38.4	22.0	17.6	12.9	58.3	41.0	69.8			23.3	
Avg	0.6	0.7	1.7	4.6	4.6	2.9	3.3	4.6	6.1	5.8	8.6	0.4	0.9	3.7	

RevPAR															
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD	
2014	5.7	16.5	6.5	7.7	9.4	1.9	2.4	6.9	15.2	-14.8	14.4	-4.9	5.1	5.7	
2015	3.0	-6.6	-12.3	-7.6	0.2	1.9	3.0	0.6	1.1	20.8	-9.4	4.2	0.5	0.5	
2016	-0.9	5.5	13.3	13.4	18.4	3.1	5.2	11.4	-3.2	0.8	26.3	-3.4	6.9	7.5	
2017	-0.1	3.0	13.0	3.4	7.0	7.0	9.3	12.2	30.7	10.6	-4.7	21.1	9.2	8.4	
2018	19.1	15.0	3.0	24.1	8.0	12.1	-0.5	10.9	-0.6	-5.7	22.1	-5.9	7.9	8.9	
2019	0.0	7.9	12.7	-3.4	11.7	2.3	3.3	-3.8	-3.2	12.0	-11.4	5.7	2.3	2.1	
2020	-6.3	-4.3	-46.0	-72.5	-63.8	-50.1	-38.8	-28.0	-51.8	-37.2	-50.5	-28.1	-41.6	-42.4	
2021	-25.2	-37.8	36.5	254.1	130.0	75.0	55.3	41.3	94.1	64.5	125.2			57.4	
Avg	-0.6	-0.1	3.3	27.4	15.1	6.7	4.9	6.4	10.3	6.4	14.0	-1.6	-1.4	6.0	

Supply	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2014	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	0.1	0.1	0.1	0.0	0.0
2015	0.1	0.1	10.8	18.7	18.7	18.7	25.4	25.4	25.5	25.3	25.3	25.3	18.4	17.7
2016	25.3	25.3	13.1	5.6	5.6	5.6	0.0	0.0	5.1	5.1	5.1	5.1	7.7	8.0
2017	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	0.0	0.0	0.0	0.0	3.3	3.6
2018	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	5.4	5.4	5.4	1.8	1.5
2019	5.4	5.4	5.4	5.4	5.4	5.4	5.4	11.8	6.1	6.1	6.1	6.3	6.2	6.2
2020	6.3	6.3	6.3	6.3	6.3	6.3	10.9	8.9	8.9	8.9	8.9	8.7	7.8	7.7
2021	8.7	8.7	14.1	14.1	14.1	19.8	14.8	10.2	10.2	10.2	10.2			12.2
Avg	6.4	6.4	6.9	6.9	6.9	7.6	7.7	7.7	7.6	7.6	7.6	7.3	6.5	7.1

Demand	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2014	5.1	16.3	2.7	4.6	6.1	-0.9	1.1	0.3	3.8	-5.8	3.2	-3.8	2.5	3.0
2015	0.4	-12.0	-7.5	4.3	7.8	14.4	18.9	17.1	17.5	21.2	9.2	18.5	9.0	8.4
2016	21.4	26.5	24.7	16.6	15.6	6.3	3.9	7.9	2.5	8.2	16.2	1.9	12.0	12.7
2017	1.2	7.1	17.4	6.4	10.8	9.3	10.3	9.6	22.3	3.1	4.4	16.0	9.7	9.3
2018	15.9	8.7	-2.5	13.6	3.8	8.0	1.4	8.5	-1.9	8.6	8.3	-1.4	5.7	6.2
2019	1.7	8.2	16.2	7.5	14.0	8.0	5.7	6.6	7.2	6.5	7.0	10.2	8.3	8.1
2020	-0.2	1.2	-39.0	-61.5	-43.1	-36.4	-26.4	-17.9	-16.4	-16.6	-24.8	-10.6	-25.7	-26.7
2021	-8.7	-18.1	57.3	180.7	89.7	71.8	51.5	37.9	35.1	28.5	46.1			43.2
Avg	4.6	4.7	8.7	21.5	13.1	10.1	8.3	8.7	8.8	6.7	8.7	4.4	3.1	8.0

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2014	5.7	16.5	6.5	7.7	9.4	1.9	2.4	6.9	15.1	-14.8	14.5	-4.9	5.1	5.7
2015	3.1	-6.5	-2.9	9.7	18.9	20.9	29.1	26.1	26.8	51.3	13.5	30.5	19.0	18.3
2016	24.2	32.2	28.2	19.7	25.1	8.9	5.2	11.4	1.7	5.9	32.7	1.5	15.1	16.0
2017	4.9	8.2	18.7	8.7	12.5	12.5	14.9	17.8	30.7	10.6	-4.7	21.1	12.8	12.3
2018	19.1	15.0	3.0	24.1	8.0	12.1	-0.5	10.9	4.8	-0.7	28.6	-0.8	9.8	10.5
2019	5.4	13.7	18.7	1.8	17.7	7.8	8.9	7.5	2.7	18.8	-6.0	12.4	8.6	8.4
2020	-0.4	1.8	-42.6	-70.7	-61.5	-47.0	-32.2	-21.5	-47.5	-31.6	-46.1	-21.9	-37.1	-38.0
2021	-18.6	-32.4	55.8	304.1	162.5	109.6	78.2	55.7	113.8	81.2	148.1			76.6
Avg	5.4	6.0	10.7	38.1	24.1	15.8	13.3	14.3	18.5	15.1	22.6	5.4	4.8	13.7

	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	Nov YTD
Occ	5.1	16.3	2.7	4.6	6.1	-0.9	1.1	0.3	3.9	-5.8	3.1	-3.9	2.5	3.0
ADR	0.5	0.2	3.6	3.0	3.1	2.8	1.3	6.6	10.9	-9.6	11.0	-1.1	2.5	2.7
RevPAR	5.7	16.5	6.5	7.7	9.4	1.9	2.4	6.9	15.2	-14.8	14.4	-4.9	5.1	5.7
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	0.1	0.1	0.1	0.0	0.0
Demand	5.1	16.3	2.7	4.6	6.1	-0.9	1.1	0.3	3.8	-5.8	3.2	-3.8	2.5	3.0
Revenue	5.7	16.5	6.5	7.7	9.4	1.9	2.4	6.9	15.1	-14.8	14.5	-4.9	5.1	5.7

	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	Nov YTD
Occ	0.3	-12.0	-16.5	-12.1	-9.1	-3.6	-5.1	-6.6	-6.3	-3.3	-12.8	-5.4	-7.9	-7.9
ADR	2.7	6.2	5.0	5.1	10.3	5.7	8.5	7.6	8.0	24.9	3.9	10.1	9.1	9.2
RevPAR	3.0	-6.6	-12.3	-7.6	0.2	1.9	3.0	0.6	1.1	20.8	-9.4	4.2	0.5	0.5
Supply	0.1	0.1	10.8	18.7	18.7	18.7	25.4	25.4	25.5	25.3	25.3	25.3	18.4	17.7
Demand	0.4	-12.0	-7.5	4.3	7.8	14.4	18.9	17.1	17.5	21.2	9.2	18.5	9.0	8.4
Revenue	3.1	-6.5	-2.9	9.7	18.9	20.9	29.1	26.1	26.8	51.3	13.5	30.5	19.0	18.3

	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	Nov YTD
Occ	-3.1	1.0	10.2	10.4	9.4	0.7	3.9	7.9	-2.4	3.0	10.6	-3.0	4.0	4.4
ADR	2.3	4.5	2.8	2.7	8.2	2.4	1.3	3.2	-0.8	-2.1	14.2	-0.5	2.8	2.9
RevPAR	-0.9	5.5	13.3	13.4	18.4	3.1	5.2	11.4	-3.2	0.8	26.3	-3.4	6.9	7.5
Supply	25.3	25.3	13.1	5.6	5.6	5.6	0.0	0.0	5.1	5.1	5.1	5.1	7.7	8.0
Demand	21.4	26.5	24.7	16.6	15.6	6.3	3.9	7.9	2.5	8.2	16.2	1.9	12.0	12.7
Revenue	24.2	32.2	28.2	19.7	25.1	8.9	5.2	11.4	1.7	5.9	32.7	1.5	15.1	16.0

	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	Nov YTD
Occ	-3.6	1.9	11.8	1.3	5.4	4.0	5.0	4.3	22.3	3.1	4.4	16.0	6.2	5.5
ADR	3.6	1.0	1.1	2.1	1.5	2.9	4.1	7.5	6.9	7.3	-8.7	4.4	2.8	2.7
RevPAR	-0.1	3.0	13.0	3.4	7.0	7.0	9.3	12.2	30.7	10.6	-4.7	21.1	9.2	8.4
Supply	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	0.0	0.0	0.0	0.0	3.3	3.6
Demand	1.2	7.1	17.4	6.4	10.8	9.3	10.3	9.6	22.3	3.1	4.4	16.0	9.7	9.3
Revenue	4.9	8.2	18.7	8.7	12.5	12.5	14.9	17.8	30.7	10.6	-4.7	21.1	12.8	12.3

	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Total Year	Nov YTD
Occ	15.9	8.7	-2.5	13.6	3.8	8.0	1.4	8.5	-6.9	3.1	2.7	-6.4	3.8	4.6
ADR	2.8	5.8	5.6	9.2	4.1	3.8	-1.8	2.2	6.8	-8.5	18.8	0.6	3.9	4.1
RevPAR	19.1	15.0	3.0	24.1	8.0	12.1	-0.5	10.9	-0.6	-5.7	22.1	-5.9	7.9	8.9
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	5.4	5.4	5.4	1.8	1.5
Demand	15.9	8.7	-2.5	13.6	3.8	8.0	1.4	8.5	-1.9	8.6	8.3	-1.4	5.7	6.2
Revenue	19.1	15.0	3.0	24.1	8.0	12.1	-0.5	10.9	4.8	-0.7	28.6	-0.8	9.8	10.5

	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Total Year	Nov YTD
Occ	-3.5	2.7	10.3	2.0	8.2	2.5	0.2	-4.6	1.1	0.4	0.9	3.7	2.0	1.9
ADR	3.7	5.1	2.1	-5.3	3.2	-0.2	3.0	0.8	-4.2	11.6	-12.2	2.0	0.3	0.2
RevPAR	0.0	7.9	12.7	-3.4	11.7	2.3	3.3	-3.8	-3.2	12.0	-11.4	5.7	2.3	2.1
Supply	5.4	5.4	5.4	5.4	5.4	5.4	5.4	11.8	6.1	6.1	6.1	6.3	6.2	6.2
Demand	1.7	8.2	16.2	7.5	14.0	8.0	5.7	6.6	7.2	6.5	7.0	10.2	8.3	8.1
Revenue	5.4	13.7	18.7	1.8	17.7	7.8	8.9	7.5	2.7	18.8	-6.0	12.4	8.6	8.4

	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Total Year	Nov YTD
Occ	-6.1	-4.8	-42.6	-63.7	-46.5	-40.2	-33.7	-24.7	-23.3	-23.4	-30.9	-17.8	-31.1	-31.9
ADR	-0.3	0.6	-6.0	-24.0	-32.3	-16.6	-7.8	-4.4	-37.1	-18.0	-28.4	-12.5	-15.3	-15.4
RevPAR	-6.3	-4.3	-46.0	-72.5	-63.8	-50.1	-38.8	-28.0	-51.8	-37.2	-50.5	-28.1	-41.6	-42.4
Supply	6.3	6.3	6.3	6.3	6.3	6.3	10.9	8.9	8.9	8.9	8.9	8.7	7.8	7.7
Demand	-0.2	1.2	-39.0	-61.5	-43.1	-36.4	-26.4	-17.9	-16.4	-16.6	-24.8	-10.6	-25.7	-26.7
Revenue	-0.4	1.8	-42.6	-70.7	-61.5	-47.0	-32.2	-21.5	-47.5	-31.6	-46.1	-21.9	-37.1	-38.0

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Total Year	Nov YTD
Occ	-16.1	-24.6	37.8	146.0	66.2	43.4	32.0	25.1	22.6	16.7	32.6			27.6
ADR	-10.8	-17.5	-0.9	43.9	38.4	22.0	17.6	12.9	58.3	41.0	69.8			23.3
RevPAR	-25.2	-37.8	36.5	254.1	130.0	75.0	55.3	41.3	94.1	64.5	125.2			57.4
Supply	8.7	8.7	14.1	14.1	14.1	19.8	14.8	10.2	10.2	10.2	10.2			12.2
Demand	-8.7	-18.1	57.3	180.7	89.7	71.8	51.5	37.9	35.1	28.5	46.1			43.2
Revenue	-18.6	-32.4	55.8	304.1	162.5	109.6	78.2	55.7	113.8	81.2	148.1			76.6

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	63.5	64.3	64.4	64.7	65.0	64.9	65.0	65.0	65.2	64.9	65.0	64.9
2015	64.9	64.2	63.2	62.5	61.9	61.8	61.7	61.4	61.0	60.9	60.2	59.7
2016	59.5	59.6	60.1	60.7	61.1	61.2	61.4	61.8	61.7	61.9	62.3	62.1
2017	61.9	62.0	62.7	62.8	63.1	63.4	63.7	64.0	65.0	65.2	65.4	66.0
2018	66.7	67.1	66.9	67.7	67.9	68.4	68.5	69.0	68.6	68.8	68.9	68.5
2019	68.3	68.4	69.1	69.3	69.8	69.9	70.0	69.7	69.8	69.8	69.8	69.9
2020	69.5	69.2	66.3	62.2	59.3	56.8	54.6	53.1	51.9	50.5	48.9	48.1
2021	47.4	46.2	47.8	51.2	53.4	55.2	56.6	57.9	58.8	59.5	60.6	

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	97.98	97.89	98.17	98.40	98.62	98.85	98.96	99.53	100.57	99.48	100.49	100.45
2015	100.62	101.15	101.63	102.07	102.93	103.34	104.04	104.84	106.06	108.74	109.24	109.65
2016	109.53	109.63	109.66	109.81	110.55	110.70	111.02	111.11	111.02	111.02	112.77	112.72
2017	112.94	112.95	112.87	113.02	113.21	113.38	113.70	114.54	115.76	116.66	115.75	115.87
2018	115.85	116.22	116.78	117.59	118.00	118.27	118.07	118.38	119.15	118.22	120.37	120.42
2019	120.65	121.02	121.05	120.44	120.82	120.71	120.93	121.06	120.73	122.12	120.76	120.79
2020	120.77	120.82	120.87	120.48	117.87	117.07	116.66	115.88	110.52	107.37	103.27	102.29
2021	101.41	99.44	99.47	102.65	105.39	106.81	108.43	110.57	115.23	119.85	125.30	

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	62.22	62.92	63.26	63.65	64.10	64.20	64.34	64.73	65.59	64.54	65.35	65.16
2015	65.28	64.95	64.20	63.75	63.72	63.88	64.16	64.33	64.71	66.22	65.78	65.51
2016	65.15	65.33	65.95	66.61	67.55	67.72	68.03	68.72	68.55	68.69	70.28	70.04
2017	69.94	70.06	70.80	71.00	71.45	71.85	72.44	73.29	75.28	76.06	75.71	76.47
2018	77.24	77.99	78.18	79.60	80.14	80.88	80.85	81.67	81.71	81.28	82.91	82.50
2019	82.38	82.82	83.66	83.42	84.28	84.43	84.64	84.43	84.24	85.24	84.32	84.37
2020	83.92	83.63	80.15	74.98	69.91	66.45	63.75	61.56	57.33	54.26	50.50	49.23
2021	48.09	45.95	47.55	52.53	56.27	58.91	61.37	63.98	67.73	71.34	75.99	

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	523,775	523,775	523,775	523,775	523,775	523,775	523,775	523,775	523,745	523,776	523,806	523,837
2015	523,868	523,896	528,701	536,741	545,049	553,089	564,373	575,657	586,607	597,860	608,750	620,003
2016	631,256	641,420	647,899	650,779	653,755	656,635	656,635	656,635	659,365	662,186	664,916	667,737
2017	670,558	673,106	675,927	678,657	681,478	684,208	687,029	689,850	689,850	689,850	689,850	689,850
2018	689,850	689,850	689,850	689,850	689,850	689,850	689,850	689,850	689,850	692,910	699,132	702,294
2019	705,456	708,312	711,474	714,534	717,696	720,756	723,918	730,831	734,461	738,212	741,842	745,717
2020	749,592	753,092	756,967	760,717	764,592	768,342	775,069	780,928	786,598	792,457	798,127	803,862
2021	809,597	814,777	824,046	833,016	842,285	854,855	864,992	872,246	879,266	886,520	893,540	

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	332,598	336,653	337,519	338,809	340,427	340,163	340,516	340,602	341,577	339,795	340,616	339,782
2015	339,868	336,405	333,969	335,228	337,435	341,855	348,031	353,236	357,904	364,091	366,549	370,416
2016	375,485	382,235	389,630	394,729	399,478	401,703	403,201	406,015	406,795	409,686	414,406	414,881
2017	415,240	417,516	424,018	426,315	430,095	433,569	437,734	441,423	448,577	449,751	451,255	455,291
2018	459,920	462,908	461,818	467,001	468,473	471,733	472,348	475,925	475,188	478,595	481,521	481,124
2019	481,691	484,763	491,710	494,944	500,604	504,144	506,696	509,718	512,496	515,268	517,950	520,895
2020	520,832	521,299	501,939	473,391	453,514	436,146	423,555	414,827	408,031	400,464	390,313	386,929
2021	383,935	376,521	393,908	426,258	449,747	471,504	489,556	504,697	516,817	527,671	541,893	

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	32,587,269	32,953,723	33,135,878	33,339,613	33,573,760	33,626,704	33,698,808	33,901,463	34,353,699	33,803,402	34,228,165	34,132,625
2015	34,196,352	34,027,184	33,940,918	34,216,255	34,733,182	35,328,993	36,210,372	37,032,937	37,959,824	39,589,805	40,043,595	40,614,368
2016	41,127,173	41,905,905	42,728,616	43,346,147	44,161,849	44,468,354	44,673,464	45,125,111	45,199,891	45,483,935	46,731,740	46,767,183
2017	46,896,654	47,157,754	47,856,340	48,182,641	48,689,782	49,157,161	49,769,800	50,559,789	51,928,959	52,467,985	52,231,802	52,754,393
2018	53,282,106	53,800,272	53,932,598	54,913,048	55,281,458	55,793,360	55,771,071	56,338,165	56,616,626	56,579,861	57,962,097	57,938,920
2019	58,118,018	58,663,798	59,519,903	59,609,083	60,484,806	60,855,823	61,273,245	61,707,555	61,872,576	62,923,693	62,549,320	62,917,852
2020	62,902,624	62,981,985	60,669,970	57,035,249	53,455,440	51,058,757	49,410,865	48,071,969	45,097,446	42,997,106	40,308,358	39,577,564
2021	38,933,362	37,441,207	39,180,207	43,756,038	47,398,496	50,363,462	53,084,143	55,803,215	59,551,223	63,242,848	67,898,263	

High value is boxed.

Low value is boxed and italicized.

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 14	63.5		97.98		62.22		523,775		332,598		32,587,269	
Feb 14	64.3		97.89		62.92		523,775		336,653		32,953,723	
Mar 14	64.4		98.17		63.26		523,775		337,519		33,135,878	
Apr 14	64.7		98.40		63.65		523,775		338,809		33,339,613	
May 14	65.0		98.62		64.10		523,775		340,427		33,573,760	
Jun 14	64.9		98.85		64.20		523,775		340,163		33,626,704	
Jul 14	65.0		98.96		64.34		523,775		340,516		33,698,808	
Aug 14	65.0		99.53		64.73		523,775		340,602		33,901,463	
Sep 14	65.2		100.57		65.59		523,745		341,577		34,353,699	
Oct 14	64.9		99.48		64.54		523,776		339,795		33,803,402	
Nov 14	65.0		100.49		65.35		523,806		340,616		34,228,165	
Dec 14	64.9	2.5	100.45	2.5	65.16	5.1	523,837	0.0	339,782	2.5	34,132,625	5.1
Jan 15	64.9	2.2	100.62	2.7	65.28	4.9	523,868	0.0	339,868	2.2	34,196,352	4.9
Feb 15	64.2	-0.1	101.15	3.3	64.95	3.2	523,896	0.0	336,405	-0.1	34,027,184	3.3
Mar 15	63.2	-2.0	101.63	3.5	64.20	1.5	528,701	0.9	333,969	-1.1	33,940,918	2.4
Apr 15	62.5	-3.4	102.07	3.7	63.75	0.2	536,741	2.5	335,228	-1.1	34,216,255	2.6
May 15	61.9	-4.7	102.93	4.4	63.72	-0.6	545,049	4.1	337,435	-0.9	34,733,182	3.5
Jun 15	61.8	-4.8	103.34	4.5	63.88	-0.5	553,089	5.6	341,855	0.5	35,328,993	5.1
Jul 15	61.7	-5.1	104.04	5.1	64.16	-0.3	564,373	7.8	348,031	2.2	36,210,372	7.5
Aug 15	61.4	-5.6	104.84	5.3	64.33	-0.6	575,657	9.9	353,236	3.7	37,032,937	9.2
Sep 15	61.0	-6.4	106.06	5.5	64.71	-1.3	586,607	12.0	357,904	4.8	37,959,824	10.5
Oct 15	60.9	-6.1	108.74	9.3	66.22	2.6	597,860	14.1	364,091	7.2	39,589,805	17.1
Nov 15	60.2	-7.4	109.24	8.7	65.78	0.7	608,750	16.2	366,549	7.6	40,043,595	17.0
Dec 15	59.7	-7.9	109.65	9.1	65.51	0.5	620,003	18.4	370,416	9.0	40,614,368	19.0
Jan 16	59.5	-8.3	109.53	8.9	65.15	-0.2	631,256	20.5	375,485	10.5	41,127,173	20.3
Feb 16	59.6	-7.2	109.63	8.4	65.33	0.6	641,420	22.4	382,235	13.6	41,905,905	23.2
Mar 16	60.1	-4.8	109.66	7.9	65.95	2.7	647,899	22.5	389,630	16.7	42,728,616	25.9
Apr 16	60.7	-2.9	109.81	7.6	66.61	4.5	650,779	21.2	394,729	17.7	43,346,147	26.7
May 16	61.1	-1.3	110.55	7.4	67.55	6.0	653,755	19.9	399,478	18.4	44,161,849	27.1
Jun 16	61.2	-1.0	110.70	7.1	67.72	6.0	656,635	18.7	401,703	17.5	44,468,354	25.9
Jul 16	61.4	-0.4	110.80	6.5	68.03	6.0	656,635	16.3	403,201	15.9	44,673,464	23.4
Aug 16	61.8	0.8	111.14	6.0	68.72	6.8	656,635	14.1	406,015	14.9	45,125,111	21.9
Sep 16	61.7	1.1	111.11	4.8	68.55	5.9	659,365	12.4	406,795	13.7	45,199,891	19.1
Oct 16	61.9	1.6	111.02	2.1	68.69	3.7	662,186	10.8	409,686	12.5	45,483,935	14.9
Nov 16	62.3	3.5	112.77	3.2	70.28	6.8	664,916	9.2	414,406	13.1	46,731,740	16.7
Dec 16	62.1	4.0	112.72	2.8	70.04	6.9	667,737	7.7	414,881	12.0	46,767,183	15.1
Jan 17	61.9	4.1	112.94	3.1	69.94	7.3	670,558	6.2	415,240	10.6	46,896,654	14.0
Feb 17	62.0	4.1	112.95	3.0	70.06	7.2	673,106	4.9	417,516	9.2	47,157,754	12.5
Mar 17	62.7	4.3	112.87	2.9	70.80	7.4	675,927	4.3	424,018	8.8	47,858,340	12.0
Apr 17	62.8	3.6	113.02	2.9	71.00	6.6	678,657	4.3	426,315	8.0	48,182,641	11.2
May 17	63.1	3.3	113.21	2.4	71.45	5.8	681,478	4.2	430,095	7.7	48,689,782	10.3
Jun 17	63.4	3.6	113.38	2.4	71.85	6.1	684,208	4.2	433,569	7.9	49,157,161	10.5
Jul 17	63.7	3.8	113.70	2.6	72.44	6.5	687,029	4.6	437,734	8.6	49,769,800	11.4
Aug 17	64.0	3.5	114.54	3.1	73.29	6.6	689,850	5.1	441,423	8.7	50,559,789	12.0
Sep 17	65.0	5.4	115.76	4.2	75.28	9.8	689,850	4.6	448,577	10.3	51,928,959	14.9
Oct 17	65.2	5.4	116.66	5.1	76.06	10.7	689,850	4.2	449,751	9.8	52,467,985	15.4
Nov 17	65.4	5.0	115.75	2.6	75.71	7.7	689,850	3.7	451,255	8.9	52,231,802	11.8
Dec 17	66.0	6.2	115.87	2.8	76.47	9.2	689,850	3.3	455,291	9.7	52,754,393	12.8
Jan 18	66.7	7.7	115.85	2.6	77.24	10.4	689,850	2.9	459,920	10.8	53,282,106	13.6
Feb 18	67.1	8.2	116.22	2.9	77.99	11.3	689,850	2.5	462,908	10.9	53,800,272	14.1
Mar 18	66.9	6.7	116.78	3.5	78.18	10.4	689,850	2.1	461,818	8.9	53,932,598	12.7
Apr 18	67.7	7.8	117.59	4.0	79.60	12.1	689,850	1.6	467,001	9.5	54,913,048	14.0
May 18	67.9	7.6	118.00	4.2	80.14	12.2	689,850	1.2	468,473	8.9	55,281,458	13.5
Jun 18	68.4	7.9	118.27	4.3	80.88	12.6	689,850	0.8	471,733	8.8	55,793,360	13.5
Jul 18	68.5	7.5	118.07	3.8	80.85	11.6	689,850	0.4	472,348	7.9	55,771,071	12.1
Aug 18	69.0	7.8	118.38	3.4	81.67	11.4	689,850	0.0	475,925	7.8	56,338,165	11.4
Sep 18	68.6	5.5	119.15	2.9	81.71	8.5	692,910	0.4	475,188	5.9	56,616,626	9.0
Oct 18	68.8	5.5	118.22	1.3	81.28	6.9	696,072	0.9	478,595	6.4	56,579,861	7.8
Nov 18	68.9	5.3	120.37	4.0	82.91	9.5	699,132	1.3	481,521	6.7	57,962,097	11.0
Dec 18	68.5	3.8	120.42	3.9	82.50	7.9	702,294	1.8	481,124	5.7	57,938,920	9.8
Jan 19	68.3	2.4	120.65	4.1	82.38	6.7	705,456	2.3	481,691	4.7	58,118,018	9.1
Feb 19	68.4	2.0	121.02	4.1	82.82	6.2	708,312	2.7	484,763	4.7	58,663,798	9.0
Mar 19	69.1	3.2	121.05	3.7	83.66	7.0	711,474	3.1	491,710	6.5	59,519,903	10.4
Apr 19	69.3	2.3	120.44	2.4	83.42	4.8	714,534	3.6	494,944	6.0	59,609,083	8.6
May 19	69.8	2.7	120.82	2.4	84.28	5.2	717,696	4.0	500,604	6.9	60,484,806	9.4
Jun 19	69.9	2.3	120.71	2.1	84.43	4.4	720,756	4.5	504,144	6.9	60,855,823	9.1
Jul 19	70.0	2.2	120.93	2.4	84.64	4.7	723,918	4.9	506,696	7.3	61,273,245	9.9
Aug 19	69.7	1.1	121.06	2.3	84.43	3.4	730,831	5.9	509,718	7.1	61,707,555	9.5
Sep 19	69.8	1.7	120.73	1.3	84.24	3.1	734,461	6.0	512,496	7.9	61,872,576	9.3
Oct 19	69.8	1.5	122.12	3.3	85.24	4.9	738,212	6.1	515,268	7.7	62,923,693	11.2
Nov 19	69.8	1.4	120.76	0.3	84.32	1.7	741,842	6.1	517,950	7.6	62,549,320	7.9
Dec 19	69.9	2.0	120.79	0.3	84.37	2.3	745,717	6.2	520,895	8.3	62,917,852	8.6
Jan 20	69.5	1.8	120.77	0.1	83.92	1.9	749,592	6.3	520,832	8.1	62,902,624	8.2
Feb 20	69.2	1.1	120.82	-0.2	83.63	1.0	753,092	6.3	521,299	7.5	62,981,985	7.4
Mar 20	66.3	-4.1	120.87	-0.1	80.15	-4.2	756,967	6.4	501,939	2.1	60,669,970	1.9
Apr 20	62.2	-10.2	120.48	0.0	74.98	-10.1	760,717	6.5	473,391	-4.4	57,035,249	-4.3
May 20	59.3	-15.0	117.87	-2.4	69.91	-17.0	764,592	6.5	453,514	-9.4	53,455,440	-11.6
Jun 20	56.8	-18.8	117.07	-3.0	66.45	-21.3	768,342	6.6	436,146	-13.5	51,058,757	-16.1
Jul 20	54.6	-21.9	116.66	-3.5	63.75	-24.7	775,069	7.1	423,555	-16.4	49,410,865	-19.4
Aug 20	53.1	-23.8	115.88	-4.3	61.56	-27.1	780,928	6.9	414,827	-18.6	48,071,969	-22.1
Sep 20	51.9	-25.7	110.52	-8.5	57.33	-31.9	786,598	7.1	408,031	-20.4	45,097,446	-27.1
Oct 20	50.5	-27.6	107.37	-12.1	54.26	-36.3	792,457	7.3	400,464	-22.3	42,997,106	-31.7
Nov 20	48.9	-30.0	103.27	-14.5	50.50	-40.1	798,127	7.6	390,313	-24.6	40,308,358	-35.6
Dec 20	48.1	-31.1	102.29	-15.3	49.23	-41.6	803,862	7.8	386,929	-25.7	39,577,564	-37.1
Jan 21	47.4	-31.7	101.41	-16.0	48.09	-42.7	809,597	8.0	383,935	-26.3	38,933,362	-38.1
Feb 21	46.2	-33.2	99.44	-17.7	45.95	-45.1	814,777	8.2	376,521	-27.8	37,441,207	-40.6
Mar 21	47.8	-27.9	99.47	-17.7	47.55	-40.7	824,046	8.9	393,908	-21.5	39,180,207	-35.4
Apr 21	51.2	-17.8	102.65	-14.8	52.53	-29.9	833,016	9.5	426,258	-10.0	43,756,038	-23.3
May 21	53.4	-10.0	105.39	-10.6	56.27	-19.5	842,285	10.2	449,747	-0.8	47,398,496	-11.3
Jun 21	55.2	-2.8	106.81	-8.8	58.91	-11.3	854,855	11.3	471,504	8.1	50,363,462	-1.4
Jul 21	56.6	3.6	108.43	-7.0	61.37	-3.7	864,992	11.6	489,556	15.6	53,084,143	7.4
Aug 21	57.9	8.9	110.57	-4.6	63.98	3.9	872,246	11.7	504,697	21.7	55,803,215	16.1
Sep 21	58.8	13.3	115.23	4.3	67.73	18.1	879,266	11.8	516,817	26.7	59,551,223	32.1
Oct 21	59.5	17.8	119.85	11.6								

Occupancy (%)								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec - 20	30.1	39.9	42.2	41.7	39.4	42.7	41.9	39.8
Jan - 21	35.0	44.9	47.6	46.3	43.4	43.4	47.2	43.8
Feb - 21	40.1	48.2	51.6	51.8	51.4	62.1	60.1	52.2
Mar - 21	45.0	55.2	57.1	63.8	66.0	81.9	80.9	63.7
Apr - 21	46.6	59.1	65.0	69.2	75.1	85.2	79.8	69.3
May - 21	53.1	57.6	66.1	70.1	69.3	74.2	76.8	66.3
Jun - 21	53.8	67.4	71.4	67.2	63.1	79.8	75.8	68.4
Jul - 21	52.7	61.5	67.1	69.9	64.0	78.3	75.5	67.5
Aug - 21	60.9	67.4	74.0	70.8	69.1	71.8	78.9	70.1
Sep - 21	45.8	46.2	54.5	62.2	66.5	74.6	77.9	61.3
Oct - 21	42.7	53.8	57.1	56.7	60.3	79.5	81.3	62.2
Nov - 21	39.0	51.1	53.0	53.3	60.0	81.7	80.2	59.2
Total Year	45.8	54.8	59.2	60.4	60.9	71.7	71.7	60.6

Three Year Occupancy (%)								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec 18 - Nov 19	50.1	67.6	73.6	74.0	71.4	78.3	73.5	69.8
Dec 19 - Nov 20	35.8	48.0	51.3	51.4	50.2	52.6	53.4	48.9
Dec 20 - Nov 21	45.8	54.8	59.2	60.4	60.9	71.7	71.7	60.6
Total 3 Yr	43.8	56.4	61.0	61.6	60.6	67.5	66.3	59.6

ADR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec - 20	84.17	87.18	86.97	88.91	91.97	103.15	100.65	91.94
Jan - 21	87.56	89.38	90.63	88.37	88.73	91.90	92.05	89.97
Feb - 21	87.86	88.75	89.84	89.46	90.35	98.40	99.16	92.48
Mar - 21	92.14	92.46	92.23	93.27	96.00	117.57	120.10	101.69
Apr - 21	97.26	98.02	98.70	100.14	121.83	168.05	124.38	121.00
May - 21	105.97	101.71	104.73	106.07	108.96	117.01	166.01	118.44
Jun - 21	104.72	108.86	109.15	105.77	103.59	114.09	114.26	108.94
Jul - 21	106.78	110.23	110.60	111.41	111.18	129.48	126.32	116.73
Aug - 21	124.33	119.10	126.06	139.00	147.82	159.48	155.37	137.86
Sep - 21	111.90	106.18	107.33	110.99	129.37	223.62	223.98	150.91
Oct - 21	108.33	104.93	107.62	106.85	116.10	249.15	253.82	168.34
Nov - 21	101.54	100.65	109.48	109.68	123.98	280.06	287.90	173.04
Total Year	103.59	102.25	104.73	105.54	113.49	162.40	163.69	125.30

Three Year ADR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec 18 - Nov 19	100.50	102.99	105.88	106.50	109.71	154.86	153.94	120.76
Dec 19 - Nov 20	93.48	94.32	95.89	96.42	99.14	119.15	120.06	103.27
Dec 20 - Nov 21	103.59	102.25	104.73	105.54	113.49	162.40	163.69	125.30
Total 3 Yr	99.78	100.28	102.74	103.40	108.25	148.69	148.91	117.75

RevPAR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec - 20	25.32	34.76	36.73	37.10	36.20	44.03	42.15	36.62
Jan - 21	30.60	40.17	43.16	40.95	38.54	39.86	43.47	39.39
Feb - 21	35.25	42.81	46.36	46.32	46.43	61.07	59.59	48.26
Mar - 21	41.47	50.99	52.71	59.47	63.34	96.31	97.17	64.81
Apr - 21	45.29	57.89	64.12	69.30	91.50	143.17	99.26	83.89
May - 21	56.29	58.59	69.20	74.31	75.46	86.88	127.53	78.56
Jun - 21	56.30	73.41	77.96	71.06	65.32	91.01	86.60	74.52
Jul - 21	56.24	67.79	74.19	77.88	71.19	101.40	95.36	78.84
Aug - 21	75.75	80.27	93.35	98.45	102.17	114.50	122.52	96.69
Sep - 21	51.23	49.01	58.52	69.02	86.08	166.87	174.55	92.54
Oct - 21	46.27	56.43	61.49	60.53	70.02	198.03	206.43	104.76
Nov - 21	39.63	51.45	58.02	58.51	74.37	228.69	230.89	102.52
Total Year	47.45	56.05	62.01	63.72	69.17	116.45	117.36	75.99

Three Year RevPAR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec 18 - Nov 19	50.37	69.66	77.97	78.86	78.32	121.28	113.13	84.32
Dec 19 - Nov 20	33.44	45.27	49.17	49.53	49.73	62.72	64.10	50.50
Dec 20 - Nov 21	47.45	56.05	62.01	63.72	69.17	116.45	117.36	75.99
Total 3 Yr	43.69	56.60	62.67	63.69	65.60	100.34	98.71	70.17

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 13	50.4		86.75		43.76		44,485		22,438		1,946,574		21	1,435	92.3
Feb 13	62.0		89.24		55.31		40,180		24,903		2,222,336		21	1,435	92.3
Mar 13	70.9		89.44		63.37		44,485		31,518		2,819,109		21	1,435	92.3
Apr 13	65.2		94.31		61.53		43,050		28,087		2,648,958		21	1,435	92.3
May 13	59.8		94.18		56.27		44,485		26,582		2,503,388		21	1,435	92.3
Jun 13	72.0		90.18		64.94		43,050		31,001		2,795,699		21	1,435	92.3
Jul 13	72.6		91.68		66.52		44,485		32,279		2,959,199		21	1,435	92.3
Aug 13	68.2		97.35		66.38		44,485		30,333		2,952,880		21	1,435	92.3
Sep 13	59.7		116.69		69.70		43,050		25,712		3,000,416		21	1,435	92.3
Oct 13	69.7		120.29		83.79		44,485		30,987		3,727,385		21	1,435	92.3
Nov 13	60.1		113.36		68.18		43,050		25,893		2,935,175		21	1,435	92.3
Dec 13	48.8		90.51		44.18		44,485		21,715		1,965,496		21	1,435	92.3
Jan 14	53.0	5.1	87.22	0.5	46.25	5.7	44,485	0.0	23,588	5.1	2,057,228	5.7	21	1,435	92.3
Feb 14	72.1	16.3	89.40	0.2	64.43	16.5	40,180	0.0	28,958	16.3	2,588,790	16.5	21	1,435	92.3
Mar 14	72.8	2.7	92.68	3.6	67.47	6.5	44,485	0.0	32,384	2.7	3,001,264	6.5	21	1,435	92.3
Apr 14	68.2	4.6	97.11	3.0	66.26	7.7	43,050	0.0	29,377	4.6	2,852,693	7.7	21	1,435	92.3
May 14	63.4	6.1	97.08	3.1	61.54	9.4	44,485	0.0	28,200	6.1	2,737,535	9.4	21	1,435	92.3
Jun 14	71.4	-0.9	92.68	2.8	66.17	1.9	43,050	0.0	30,737	-0.9	2,848,643	1.9	21	1,435	92.3
Jul 14	73.4	1.1	92.89	1.3	68.14	2.4	44,485	0.0	32,632	1.1	3,031,303	2.4	21	1,435	92.3
Aug 14	68.4	0.3	103.74	6.6	70.93	6.9	44,485	0.0	30,419	0.3	3,155,535	6.9	21	1,435	95.6
Sep 14	62.0	3.9	129.38	10.9	80.26	15.2	43,020	-0.1	26,687	3.8	3,452,652	15.1	21	1,434	95.6
Oct 14	65.6	-5.8	108.79	-9.6	71.37	-14.8	44,516	0.1	29,205	-5.8	3,177,088	-14.8	21	1,436	95.6
Nov 14	62.0	3.1	125.77	11.0	77.99	14.4	43,080	0.1	26,714	3.2	3,359,938	14.5	21	1,436	95.6
Dec 14	46.9	-3.9	89.55	-1.1	42.01	-4.9	44,516	0.1	20,881	-3.8	1,869,956	-4.9	21	1,436	95.6
Jan 15	53.2	0.3	89.59	2.7	47.64	3.0	44,516	0.1	23,674	0.4	2,120,955	3.1	21	1,436	95.6
Feb 15	63.4	-12.0	94.91	6.2	60.18	-6.6	40,208	0.1	25,495	-12.0	2,419,622	-6.5	21	1,436	95.6
Mar 15	60.8	-16.5	97.34	5.0	59.14	-12.3	49,290	10.8	29,948	-7.5	2,914,998	-2.9	22	1,590	96.0
Apr 15	60.0	-12.1	102.10	5.1	61.23	-7.6	51,090	18.7	30,636	4.3	3,128,030	9.7	23	1,703	99.7
May 15	57.6	-9.1	107.03	10.3	61.65	0.2	52,793	18.7	30,407	7.8	3,254,462	18.9	23	1,703	96.3
Jun 15	68.8	-3.6	97.97	5.7	67.42	1.9	51,090	18.7	35,157	14.4	3,444,454	20.9	23	1,703	96.3
Jul 15	69.6	-5.1	100.82	8.5	70.16	3.0	55,769	25.4	38,808	18.9	3,912,682	29.1	24	1,799	96.5
Aug 15	63.9	-6.6	111.67	7.6	71.33	0.6	55,769	25.4	35,624	17.1	3,978,100	26.1	24	1,799	96.5
Sep 15	58.1	-6.3	139.68	8.0	81.15	1.1	53,970	25.5	31,355	17.5	4,379,539	26.8	24	1,799	96.5
Oct 15	63.5	-3.3	135.82	24.9	86.20	20.8	55,769	25.3	35,392	21.2	4,807,069	51.3	24	1,799	96.5
Nov 15	54.1	-12.8	130.73	3.9	70.66	-9.4	53,970	25.3	29,172	9.2	3,813,728	13.5	24	1,799	96.5
Dec 15	44.4	-5.4	98.62	10.1	43.76	4.2	55,769	25.3	24,748	18.5	2,440,729	30.5	24	1,799	96.5
Jan 16	51.5	-3.1	91.63	2.3	47.23	-0.9	55,769	25.3	28,743	21.4	2,633,760	24.2	24	1,799	96.5
Feb 16	64.0	1.0	99.19	4.5	63.49	5.5	50,372	25.3	32,245	26.5	3,198,354	32.2	24	1,799	96.5
Mar 16	67.0	10.2	100.09	2.8	67.02	13.3	55,769	13.1	37,343	24.7	3,737,709	28.2	24	1,799	96.5
Apr 16	66.2	10.4	104.81	2.7	69.40	13.4	53,970	5.6	35,735	16.6	3,745,561	19.7	24	1,799	96.5
May 16	63.0	9.4	115.77	8.2	72.98	18.4	55,769	5.6	35,156	15.6	4,070,164	25.1	24	1,799	96.5
Jun 16	69.3	0.7	100.34	2.4	69.50	3.1	53,970	5.6	37,382	6.3	3,750,959	8.9	24	1,799	96.5
Jul 16	72.3	3.9	102.16	1.3	73.84	5.2	55,769	0.0	40,306	3.9	4,117,792	5.2	24	1,799	96.5
Aug 16	68.9	7.9	115.24	3.2	79.43	11.4	55,769	0.0	38,438	7.9	4,429,747	11.4	24	1,799	96.5
Sep 16	56.7	-2.4	138.61	-0.8	78.56	-3.2	56,700	5.1	32,135	2.5	4,454,319	1.7	25	1,890	96.7
Oct 16	65.3	3.0	132.99	-2.1	86.89	0.8	58,590	5.1	38,283	8.2	5,091,113	5.9	25	1,890	96.7
Nov 16	59.8	10.6	149.34	14.2	89.27	26.3	56,700	5.1	33,892	16.2	5,061,533	32.7	25	1,890	96.7
Dec 16	43.1	-3.0	98.17	-0.5	42.26	-3.4	58,590	5.1	25,223	1.9	2,476,172	1.5	25	1,890	96.7
Jan 17	49.7	-3.6	94.95	3.6	47.16	-0.1	58,590	5.1	29,102	1.2	2,763,231	4.9	25	1,890	96.7
Feb 17	65.2	1.9	100.21	1.0	65.37	3.0	52,920	5.1	34,521	7.1	3,459,454	8.2	25	1,890	96.7
Mar 17	74.8	11.8	101.23	1.1	75.75	13.0	58,590	5.1	43,845	17.4	4,438,295	18.7	25	1,890	96.7
Apr 17	67.1	1.3	107.01	2.1	71.78	3.4	56,700	5.1	38,032	6.4	4,069,862	8.7	25	1,890	96.7
May 17	66.5	5.4	117.56	1.5	78.12	7.0	58,590	5.1	38,936	10.8	4,577,305	12.5	25	1,890	96.7
Jun 17	72.1	4.0	103.25	2.9	74.40	7.0	56,700	5.1	40,856	9.3	4,218,338	12.5	25	1,890	96.7
Jul 17	75.9	5.0	106.37	4.1	80.74	9.3	58,590	5.1	44,471	10.3	4,730,431	14.9	25	1,890	96.7
Aug 17	71.9	4.3	123.90	7.5	89.09	12.2	58,590	5.1	42,127	9.6	5,219,736	17.8	25	1,890	96.7
Sep 17	69.3	22.3	148.22	6.9	102.71	30.7	56,700	0.0	39,289	22.3	5,823,489	30.7	25	1,890	96.7
Oct 17	67.3	3.1	142.69	7.3	96.09	10.6	58,590	0.0	39,457	3.1	5,630,139	10.6	25	1,890	96.7
Nov 17	62.4	4.4	136.32	-8.7	85.10	-4.7	56,700	0.0	35,396	4.4	4,825,350	-4.7	25	1,890	96.7
Dec 17	49.9	16.0	102.49	4.4	51.18	21.1	58,590	0.0	29,259	16.0	2,998,763	21.1	25	1,890	96.7
Jan 18	57.6	15.9	97.56	2.8	56.17	19.1	58,590	0.0	33,731	15.9	3,290,944	19.1	25	1,890	96.7
Feb 18	70.9	8.7	106.04	5.8	75.16	15.0	52,920	0.0	37,509	8.7	3,977,620	15.0	25	1,890	96.7
Mar 18	73.0	-2.5	106.90	5.6	78.01	3.0	58,590	0.0	42,755	-2.5	4,570,621	3.0	25	1,890	96.7
Apr 18	76.2	13.6	116.86	9.2	89.07	24.1	56,700	0.0	43,215	13.6	5,050,312	24.1	25	1,890	96.7
May 18	69.0	3.8	122.39	4.1	84.41	8.0	58,590	0.0	40,408	3.8	4,945,715	8.0	25	1,890	96.7
Jun 18	77.8	8.0	107.22	3.8	83.43	12.1	56,700	0.0	44,116	8.0	4,730,240	12.1	25	1,890	96.7
Jul 18	77.0	1.4	104.43	-1.8	80.36	-0.5	58,590	0.0	45,086	1.4	4,708,142	-0.5	25	1,890	96.7
Aug 18	78.0	8.5	126.62	2.2	98.77	10.9	58,590	0.0	45,704	8.5	5,786,830	10.9	25	1,890	96.7
Sep 18	64.5	-6.9	158.28	6.8	102.11	-0.6	59,760	5.4	38,552	-1.9	6,101,950	4.8	26	1,992	96.8
Oct 18	69.4	3.1	130.49	-8.5	90.58	-5.7	61,752	5.4	42,864	8.6	5,593,374	-0.7	26	1,992	96.8
Nov 18	64.1	2.7	161.98	18.8	103.88	22.1	59,760	5.4	38,322	8.3	6,207,586	28.6	26	1,992	96.8
Dec 18	46.7	-6.4	103.10	0.6	48.19	-5.9	61,752	5.4	28,862	-1.4	2,975,586	-0.8	26	1,992	96.8
Jan 19	55.5	-3.5	101.17	3.7	56.19	0.0	61,752	5.4	34,298	1.7	3,470,042	5.4	26	1,992	96.8
Feb 19	72.8	2.7	111.47	5.1	81.10	7.9	55,776	5.4	40,581	8.2	4,523,400	13.7	26	1,992	96.8
Mar 19	80.5	10.3	109.19	2.1	87.88	12.7	61,752	5.4	49,702	16.2	5,426,726	18.7	26	1,992	96.8
Apr 19	77.7	2.0	110.65	-5.3	86.00	-3.4	59,760	5.4	46,449	7.5	5,139,492	1.8	26	1,992	96.8
May 19	74.6	8.2	126.37	3.2	94.27	11.7	61,752	5.4	46,068	14.0	5,821,438	17.8	26	1,992	94.7
Jun 19	79.7	2.5	107.04	-0.2	85.36	2.3	59,760	5.4	47,656	8.0	5,101,257	7.8	26	1,992	96.8
Jul 19	77.1	0.2	107.59	3.0	83.00	3.3	61,752	5.4	47,638	5.7	5,125,564	8.9	26	1,992	96.8
Aug 19	74.4	-4.6	127.68	0.8	94.97	-3.8									

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 13	50.4		86.75		43.76		44,485		22,438		1,946,574		21	1,435	92.3
Feb 13	62.0		89.24		55.31		40,180		24,903		2,222,336		21	1,435	92.3
Mar 13	70.9		89.44		63.37		44,485		31,518		2,819,109		21	1,435	92.3
Apr 13	65.2		94.31		61.53		43,050		28,087		2,648,958		21	1,435	92.3
May 13	59.8		94.18		56.27		44,485		26,582		2,503,388		21	1,435	92.3
Jun 13	72.0		90.18		64.94		43,050		31,001		2,795,699		21	1,435	92.3
Jul 13	72.6		91.68		66.52		44,485		32,279		2,959,199		21	1,435	92.3
Aug 13	68.2		97.35		66.38		44,485		30,333		2,952,880		21	1,435	92.3
Sep 13	59.7		116.69		63.05		43,050		25,710		3,000,416		21	1,435	92.3
Oct 13	69.7		120.29		83.79		44,485		30,987		3,727,385		21	1,435	92.3
Nov 13	60.1		113.36		68.18		43,050		25,893		2,935,175		21	1,435	92.3
Dec 13	48.8		90.51		44.18		44,485		21,715		1,965,496		21	1,435	92.3
Nov YTD 2013	64.6		98.51		63.66		479,290		309,733		30,511,119				
Total 2013	63.3		97.98		62.00		523,775		331,448		32,476,615				
Jan 14	53.0	5.1	87.22	0.5	46.25	5.7	44,485	0.0	23,588	5.1	2,057,228	5.7	21	1,435	92.3
Feb 14	72.1	16.3	89.40	0.2	64.43	16.5	40,180	0.0	28,958	16.3	2,588,790	16.5	21	1,435	92.3
Mar 14	72.8	2.7	92.68	3.6	67.47	6.5	44,485	0.0	32,384	2.7	3,001,264	6.5	21	1,435	92.3
Apr 14	68.2	4.6	97.11	3.0	66.26	7.7	43,050	0.0	29,377	4.6	2,852,693	7.7	21	1,435	92.3
May 14	63.4	6.1	97.08	3.1	61.54	9.4	44,485	0.0	28,202	6.1	2,737,535	9.4	21	1,435	92.3
Jun 14	71.4	-0.9	92.68	2.8	66.17	1.9	43,050	0.0	30,737	-0.9	2,848,643	1.9	21	1,435	92.3
Jul 14	73.4	1.1	92.89	1.3	68.14	2.4	44,485	0.0	32,632	1.1	3,031,303	2.4	21	1,435	92.3
Aug 14	68.4	0.3	103.74	6.6	70.93	6.9	44,485	0.0	30,419	0.3	3,155,535	6.9	21	1,435	95.6
Sep 14	62.0	3.9	129.38	10.9	80.26	15.2	43,020	-0.1	26,687	3.8	3,452,652	15.1	21	1,434	95.6
Oct 14	65.6	-5.8	108.79	-9.6	71.37	-14.8	44,516	0.1	29,205	-5.8	3,177,088	-14.8	21	1,436	95.6
Nov 14	62.0	3.1	125.77	11.0	77.99	14.4	43,080	0.1	26,714	3.2	3,359,938	14.5	21	1,436	95.6
Dec 14	46.9	-3.9	89.55	-1.1	42.01	-4.9	44,516	0.1	20,881	-3.8	1,869,956	-4.9	21	1,436	95.6
Nov YTD 2014	66.5	3.0	101.17	2.7	67.31	5.7	479,321	0.0	318,901	3.0	32,262,669	5.7			
Total 2014	65.3	2.5	100.45	2.5	65.13	5.1	523,787	0.0	333,732	2.5	34,132,628	5.1			
Jan 15	53.2	0.3	89.59	2.7	47.64	3.0	44,516	0.1	23,674	0.4	2,120,955	3.1	21	1,436	95.6
Feb 15	63.4	-12.0	94.91	6.2	60.18	-6.6	40,208	0.1	25,495	-12.0	2,419,622	-6.5	21	1,436	95.6
Mar 15	60.8	-16.5	97.34	5.0	59.14	-12.3	49,290	10.8	29,948	-7.5	2,914,998	-2.9	22	1,590	96.0
Apr 15	60.0	-12.1	102.10	5.1	61.23	-7.6	51,090	18.7	30,636	4.3	3,128,030	9.7	23	1,703	89.7
May 15	57.6	-9.1	107.03	10.3	61.65	0.2	52,793	18.7	30,407	7.8	3,254,462	18.9	23	1,703	96.3
Jun 15	68.8	-3.6	97.97	5.7	67.42	1.9	51,090	18.7	35,157	14.4	3,444,454	20.9	23	1,703	96.3
Jul 15	69.6	-5.1	100.82	8.5	70.16	3.0	55,769	25.4	38,808	18.9	3,912,682	29.1	24	1,799	96.5
Aug 15	63.9	-6.6	111.67	7.6	71.33	0.6	55,769	25.4	35,624	17.1	3,978,100	26.1	24	1,799	96.5
Sep 15	58.1	-6.3	139.68	8.0	81.15	1.1	53,970	25.5	31,355	17.5	4,379,539	26.8	24	1,799	96.5
Oct 15	63.5	-3.3	135.62	24.9	86.20	20.8	55,769	25.3	35,392	21.2	4,807,069	51.3	24	1,799	96.5
Nov 15	54.1	-12.8	130.73	3.9	70.66	-9.4	53,970	25.3	29,272	9.2	3,813,728	13.5	24	1,799	96.5
Dec 15	44.4	-5.4	98.62	10.1	43.76	4.2	55,769	25.3	24,748	18.5	2,440,729	30.5	24	1,799	96.5
Nov YTD 2015	61.3	-7.9	110.43	9.2	67.66	0.5	564,234	17.7	345,668	8.4	38,173,639	18.3			
Total 2015	59.7	-7.9	109.65	9.1	65.51	0.5	620,003	18.4	370,416	9.0	40,614,368	19.0			
Jan 16	51.5	-3.1	91.63	2.3	47.23	-0.9	55,769	25.3	28,743	21.4	2,633,760	24.2	24	1,799	96.5
Feb 16	64.0	1.0	99.19	4.5	63.49	5.5	50,372	25.3	32,245	26.5	3,198,354	32.2	24	1,799	96.5
Mar 16	67.0	10.2	100.09	2.8	67.02	13.3	55,769	13.1	37,343	24.7	3,737,709	28.2	24	1,799	96.5
Apr 16	66.2	10.4	104.81	2.7	69.40	13.4	53,970	5.6	35,735	16.6	3,745,561	19.7	24	1,799	96.5
May 16	63.0	9.4	115.77	8.2	72.98	18.4	55,769	5.6	35,156	15.6	4,070,164	25.1	24	1,799	96.5
Jun 16	69.3	0.7	100.34	2.4	69.50	3.1	53,970	5.6	37,362	6.3	3,750,959	8.9	24	1,799	96.5
Jul 16	72.3	3.9	102.16	1.3	73.84	5.2	55,769	0.0	40,306	3.9	4,117,792	5.2	24	1,799	96.5
Aug 16	68.9	7.9	115.24	3.2	79.43	11.4	55,769	0.0	38,438	7.9	4,429,747	11.4	24	1,799	96.5
Sep 16	56.7	-2.4	138.61	-0.8	78.56	-3.2	56,700	5.1	32,135	2.5	4,454,319	1.7	25	1,890	96.7
Oct 16	65.3	3.0	132.99	-2.1	86.89	0.8	58,590	5.1	38,283	8.2	5,091,113	5.9	25	1,890	96.7
Nov 16	59.8	10.6	149.34	14.2	89.27	26.3	56,700	5.1	33,892	16.2	5,061,533	32.7	25	1,890	96.7
Dec 16	43.1	-3.0	98.17	-0.5	42.26	-3.4	58,590	5.1	25,223	1.9	2,476,172	1.5	25	1,890	96.7
Nov YTD 2016	64.0	4.4	113.67	2.9	72.71	7.5	609,147	8.0	389,658	12.7	44,291,011	16.0			
Total 2016	62.1	4.0	112.72	2.8	70.04	6.9	667,737	7.7	414,881	12.0	46,767,183	15.1			
Jan 17	49.7	-3.6	94.95	3.6	47.16	-0.1	58,590	5.1	29,102	1.2	2,763,231	4.9	25	1,890	96.7
Feb 17	65.2	1.9	100.21	1.0	65.37	3.0	52,920	5.1	34,521	7.1	3,459,454	8.2	25	1,890	96.7
Mar 17	74.8	11.8	101.23	1.1	75.75	13.0	58,590	5.1	40,445	17.4	4,438,295	18.7	25	1,890	96.7
Apr 17	67.1	1.3	107.01	2.1	71.78	3.4	56,700	5.1	38,032	6.4	4,069,862	8.7	25	1,890	96.7
May 17	66.5	5.4	117.56	1.5	78.12	7.0	58,590	5.1	38,936	10.8	4,577,305	12.5	25	1,890	96.7
Jun 17	72.1	4.0	103.25	2.9	74.40	7.0	56,700	5.1	40,856	9.3	4,218,338	12.5	25	1,890	96.7
Jul 17	75.9	5.0	106.37	4.1	80.74	9.3	58,590	5.1	44,471	10.3	4,730,431	14.9	25	1,890	96.7
Aug 17	71.9	4.3	123.90	7.5	89.09	12.2	58,590	5.1	42,127	9.6	5,219,736	17.8	25	1,890	96.7
Sep 17	69.3	22.3	148.22	6.9	102.71	30.7	56,700	0.0	39,289	22.3	5,823,489	30.7	25	1,890	96.7
Oct 17	67.3	3.1	142.69	7.3	96.09	10.6	58,590	0.0	39,457	3.1	5,630,139	10.6	25	1,890	96.7
Nov 17	62.4	4.4	136.32	-8.7	85.10	-4.7	56,700	0.0	35,396	4.4	4,825,350	-4.7	25	1,890	96.7
Dec 17	49.9	16.0	102.49	-4.4	51.18	21.1	58,590	0.0	29,259	16.0	2,998,763	21.1	25	1,890	96.7
Nov YTD 2017	67.6	5.5	107.25	2.2	73.32	8.4	613,632	3.0	421,032	9.3	50,755,600	12.3			
Total 2017	66.0	6.2	115.87	2.8	76.47	9.2	689,850	3.3	455,291	9.7	52,754,393	12.8			
Jan 18	57.6	15.9	97.56	2.8	56.17	19.1	58,590	0.0	33,731	15.9	3,290,944	19.1	25	1,890	96.7
Feb 18	70.9	8.7	106.04	5.8	75.16	15.0	52,920	0.0	37,509	8.7	3,977,620	15.0	25	1,890	96.7
Mar 18	73.0	-2.5	106.90	5.6	78.01	3.0	58,590	0.0	42,755	-2.5	4,570,621	3.0	25	1,890	96.7
Apr 18	76.2	13.6	116.86	9.2	89.07	24.1	56,700	0.0	43,215	13.6	5,050,312	24.1	25	1,890	96.7
May 18	69.0	3.8	122.39	4.1	84.41	8.0	58,590	0.0	40,408	3.8	4,945,715	8.0	25	1,890	96.7
Jun 18	77.8	8.0	107.22	3.8	83.43	12.1	56,700	0.0	44,116	8.0	4,730,240	12.1	25	1,890	96.7
Jul 18	77.0	1.4	104.43	-1.8	80.36	-0.5	58,590	0.0	45,086	1.4	4,708,142	-0.5	25	1,890	96.7
Aug 18	78.0	8.5	126.62	2.2	88.77	10.9	58,590	0.0	45,704	8.5	5,786,830	10.9	25	1,890	96.7
Sep 18	64.5	-6.9	158.28	6.8	102.11	-0.6	59,760	5.4	39,552	-1.9	6,101,950	4.8	26	1,992	96.8
Oct 18	69.4	3.1	130.49	-8.5	90.58	-5.7	61,752	5.4	42,864	8.6	5,593,374	-0.7	26	1,992	96.8
Nov 18	64.1	2.7	161.98	18.8											

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