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## Maryville, MO Area Selected Properties

January 2007 to March 2013

Currency: USD - US Dollar

Job Number: 491866\_SADIM    Staff: MB    Created: April 26, 2013

	Tab
<b>Table of Contents</b>	1
Data by Measure	2
Percent Change by Measure	3
Percent Change by Year	4
Twelve Month Moving Average	5
Day of Week Analysis	6
Raw Data	7
Classic	8
Response Report	9
Help	10
Terms and Conditions	11

# Tab 2 - Data by Measure

Maryville, MO Area Selected Properties

Occupancy (%)														Total Year	Mar YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2007	44.0	46.6	63.3	65.5	70.7	80.7	77.3	74.1	71.3	67.2	75.2	65.7		66.9	51.5
2008	57.3	53.6	68.4	79.9	64.0	76.0	78.0	71.6	68.8	63.2	69.1	47.1		66.4	60.0
2009	47.2	66.1	63.6	65.5	58.9	73.8	74.7	66.0	69.3	61.4	61.4	45.7		62.7	58.7
2010	42.5	51.4	63.6	68.6	64.2	80.1	74.7	72.2	74.5	74.4	70.7	46.1		65.3	52.6
2011	43.0	58.6	75.2	64.9	61.9	78.2	72.4	85.3	90.6	86.9	77.9	51.9		70.6	58.9
2012	52.3	66.0	80.4	77.8	59.5	77.3	65.9	65.1	70.0	71.1	74.2	41.4		66.7	66.2
2013	39.7	49.9	67.4												52.4
<b>Avg</b>	46.6	56.0	68.9	70.4	63.2	77.7	73.8	72.4	74.1	70.7	71.4	49.6		66.4	57.2

ADR (\$)														Total Year	Mar YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2007	54.81	57.04	57.72	57.23	60.68	60.42	61.95	64.27	63.55	62.33	63.57	65.21		61.12	56.67
2008	65.76	67.23	66.62	67.81	66.95	64.65	64.24	63.85	67.13	68.71	66.68	64.62		66.16	66.51
2009	66.13	67.49	68.59	67.64	68.43	69.54	69.46	68.12	69.11	72.07	67.38	68.85		68.64	67.52
2010	68.34	69.21	71.15	67.89	68.52	68.70	70.46	69.91	68.89	69.72	70.31	68.79		69.38	69.78
2011	68.34	71.66	74.51	73.05	72.11	72.62	72.11	72.32	74.56	73.85	73.99	72.91		72.90	72.08
2012	73.34	77.19	77.02	75.93	73.70	75.29	73.41	74.94	74.39	75.47	75.66	74.73		75.18	76.07
2013	73.44	75.72	78.06												76.16
<b>Avg</b>	67.16	69.74	70.87	68.46	68.18	68.49	68.42	68.90	69.82	70.55	69.72	68.89		68.93	69.49

RevPAR (\$)														Total Year	Mar YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2007	24.14	26.59	36.56	37.51	42.89	48.76	47.87	47.64	45.30	41.88	47.78	42.85		40.89	29.18
2008	37.70	36.06	45.57	54.17	42.86	49.13	50.10	45.69	46.19	43.45	46.05	30.42		43.96	39.90
2009	31.21	44.59	43.65	44.31	40.32	51.35	51.91	44.98	47.89	44.25	41.37	31.43		43.06	39.66
2010	29.08	35.59	45.25	46.56	44.00	55.02	52.66	50.48	51.31	51.85	49.69	31.71		45.29	36.67
2011	29.38	41.96	56.05	47.43	44.60	56.79	52.23	61.69	67.56	64.17	57.64	37.82		51.46	42.48
2012	38.34	50.91	61.91	59.08	43.87	58.17	48.41	48.79	52.05	53.66	56.12	30.93		50.11	50.37
2013	29.17	37.80	52.63												39.94
<b>Avg</b>	31.29	39.07	48.80	48.18	43.09	53.20	50.53	49.88	51.72	49.88	49.77	34.19		45.79	39.74

Supply														Total Year	Mar YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2007	5,704	5,152	5,704	5,520	5,704	5,520	5,704	5,704	5,520	5,704	5,520	5,704		67,160	16,560
2008	5,704	5,152	5,704	5,520	5,704	5,520	5,704	5,704	5,520	5,704	5,520	5,704		67,160	16,560
2009	5,704	5,152	5,704	5,520	5,704	5,520	5,704	5,704	5,520	5,704	5,520	5,704		67,160	16,560
2010	5,704	5,152	5,704	5,520	5,704	5,520	5,704	5,704	5,520	5,704	5,520	5,704		67,160	16,560
2011	5,704	5,152	5,704	5,520	5,704	5,520	5,704	5,704	5,520	5,704	5,520	5,704		67,160	16,560
2012	5,704	5,152	5,704	5,520	5,704	5,520	5,704	5,704	5,520	5,704	5,520	5,704		67,160	16,560
2013	5,704	5,152	5,704												16,560
<b>Avg</b>	5,704	5,152	5,704	5,520	5,704	5,520	5,704	5,704	5,520	5,704	5,520	5,704		67,160	16,560

Demand														Total Year	Mar YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2007	2,512	2,402	3,613	3,618	4,031	4,455	4,407	4,228	3,935	3,832	4,149	3,748		44,930	8,527
2008	3,270	2,763	3,902	4,410	3,652	4,195	4,448	4,082	3,798	3,607	3,812	2,685		44,624	9,935
2009	2,692	3,404	3,630	3,616	3,361	4,076	4,263	3,766	3,825	3,502	3,389	2,604		42,128	9,726
2010	2,427	2,649	3,628	3,786	3,663	4,421	4,263	4,119	4,112	4,242	3,901	2,629		43,840	8,704
2011	2,452	3,017	4,291	3,584	3,528	4,317	4,131	4,866	5,002	4,956	4,300	2,959		47,403	9,760
2012	2,982	3,398	4,585	4,295	3,395	4,265	3,761	3,714	3,862	4,056	4,094	2,361		44,768	10,965
2013	2,266	2,572	3,846												8,684
<b>Avg</b>	2,657	2,886	3,928	3,885	3,605	4,288	4,212	4,129	4,089	4,033	3,941	2,831		44,616	9,472

Revenue (\$)														Total Year	Mar YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2007	137,690	137,002	208,558	207,064	244,621	269,180	273,025	271,739	250,066	238,867	263,737	244,401		2,745,950	483,250
2008	215,029	185,769	259,952	299,026	244,490	271,189	285,748	260,643	254,947	247,831	254,185	173,514		2,952,323	660,750
2009	178,021	229,725	248,971	244,584	230,003	283,436	296,105	256,558	264,357	252,381	228,361	179,277		2,891,779	656,717
2010	165,873	183,338	258,123	257,029	251,000	303,710	300,385	287,947	283,257	295,752	274,271	180,848		3,041,533	607,334
2011	167,569	216,193	319,723	261,798	254,405	313,504	297,898	351,897	372,935	366,008	318,171	215,736		3,455,837	703,485
2012	218,694	262,298	353,141	326,129	250,227	321,091	276,112	278,315	287,313	306,096	309,762	176,438		3,365,616	834,133
2013	166,404	194,740	300,207												661,351
<b>Avg</b>	178,469	201,295	278,382	265,938	245,791	293,685	288,212	284,517	285,479	284,489	274,748	195,036		3,075,506	658,146

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

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB Created: April 26, 2013

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Mar YTD
2008	30.2	15.0	8.0	21.9	-9.4	-5.8	0.9	-3.5	-3.5	-5.9	-8.1	-28.4	-0.7	16.5
2009	-17.7	23.2	-7.0	-18.0	-8.0	-2.8	-4.2	-7.7	0.7	-2.9	-11.1	-3.0	-5.6	-2.1
2010	-9.8	-22.2	-0.1	4.7	9.0	8.5	0.0	9.4	7.5	21.1	15.1	1.0	4.1	-10.5
2011	1.0	13.9	18.3	-5.3	-3.7	-2.4	-3.1	18.1	21.6	16.8	10.2	12.6	8.1	12.1
2012	21.6	12.6	6.9	19.8	-3.8	-1.2	-9.0	-23.7	-22.8	-18.2	-4.8	-20.2	-5.6	12.3
2013	-24.0	-24.3	-16.1											-20.8
<b>Avg</b>	0.2	3.0	1.7	4.6	-3.2	-0.8	-3.1	-1.5	0.7	2.2	0.3	-7.6	0.1	1.3

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Mar YTD
2008	20.0	17.9	15.4	18.5	10.3	7.0	3.7	-0.7	5.6	10.2	4.9	-0.9	8.3	17.4
2009	0.6	0.4	3.0	-0.2	2.2	7.6	8.1	6.7	3.0	4.9	1.1	6.5	3.8	1.5
2010	3.3	2.6	3.7	0.4	0.1	-1.2	1.4	2.6	-0.3	-3.3	4.3	-0.1	1.1	3.3
2011	-0.0	3.5	4.7	7.6	5.2	5.7	2.3	3.4	8.2	5.9	5.2	6.0	5.1	3.3
2012	7.3	7.7	3.4	4.0	2.2	3.7	1.8	3.6	-0.2	2.2	2.3	2.5	3.1	5.5
2013	0.1	-1.9	1.3											0.1
<b>Avg</b>	5.2	5.0	5.3	6.0	4.0	4.5	3.5	3.1	3.3	4.0	3.6	2.8	4.3	5.2

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Mar YTD
2008	56.2	35.6	24.6	44.4	-0.1	0.7	4.7	-4.1	2.0	3.8	-3.6	-29.0	7.5	36.7
2009	-17.2	23.7	-4.2	-18.2	-5.9	4.5	3.6	-1.6	3.7	1.8	-10.2	3.3	-2.1	-0.6
2010	-6.8	-20.2	3.7	5.1	9.1	7.2	1.4	12.2	7.1	17.2	20.1	0.9	5.2	-7.5
2011	1.0	17.9	23.9	1.9	1.4	3.2	-0.8	22.2	31.7	23.8	16.0	19.3	13.6	15.8
2012	30.5	21.3	10.5	24.6	-1.6	2.4	-7.3	-20.9	-23.0	-16.4	-2.6	-18.2	-2.6	18.6
2013	-23.9	-25.8	-15.0											-20.7
<b>Avg</b>	6.6	8.8	7.2	11.5	0.6	3.6	0.3	1.6	4.3	6.0	3.9	-4.7	4.3	7.0

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Mar YTD
2008	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2009	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2010	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2012	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2013	0.0	0.0	0.0											0.0
<b>Avg</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Mar YTD
2008	30.2	15.0	8.0	21.9	-9.4	-5.8	0.9	-3.5	-3.5	-5.9	-8.1	-28.4	-0.7	16.5
2009	-17.7	23.2	-7.0	-18.0	-8.0	-2.8	-4.2	-7.7	0.7	-2.9	-11.1	-3.0	-5.6	-2.1
2010	-9.8	-22.2	-0.1	4.7	9.0	8.5	0.0	9.4	7.5	21.1	15.1	1.0	4.1	-10.5
2011	1.0	13.9	18.3	-5.3	-3.7	-2.4	-3.1	18.1	21.6	16.8	10.2	12.6	8.1	12.1
2012	21.6	12.6	6.9	19.8	-3.8	-1.2	-9.0	-23.7	-22.8	-18.2	-4.8	-20.2	-5.6	12.3
2013	-24.0	-24.3	-16.1											-20.8
<b>Avg</b>	0.2	3.0	1.7	4.6	-3.2	-0.8	-3.1	-1.5	0.7	2.2	0.3	-7.6	0.1	1.3

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Mar YTD
2008	56.2	35.6	24.6	44.4	-0.1	0.7	4.7	-4.1	2.0	3.8	-3.6	-29.0	7.5	36.7
2009	-17.2	23.7	-4.2	-18.2	-5.9	4.5	3.6	-1.6	3.7	1.8	-10.2	3.3	-2.1	-0.6
2010	-6.8	-20.2	3.7	5.1	9.1	7.2	1.4	12.2	7.1	17.2	20.1	0.9	5.2	-7.5
2011	1.0	17.9	23.9	1.9	1.4	3.2	-0.8	22.2	31.7	23.8	16.0	19.3	13.6	15.8
2012	30.5	21.3	10.5	24.6	-1.6	2.4	-7.3	-20.9	-23.0	-16.4	-2.6	-18.2	-2.6	18.6
2013	-23.9	-25.8	-15.0											-20.7
<b>Avg</b>	6.6	8.8	7.2	11.5	0.6	3.6	0.3	1.6	4.3	6.0	3.9	-4.7	4.3	7.0

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

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB Created: April 26, 2013

	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Total Year	Mar YTD
Occ	30.2	15.0	8.0	21.9	-9.4	-5.8	0.9	-3.5	-3.5	-5.9	-8.1	-28.4	-0.7	16.5
ADR	20.0	17.9	15.4	18.5	10.3	7.0	3.7	-0.7	5.6	10.2	4.9	-0.9	8.3	17.4
RevPAR	56.2	35.6	24.6	44.4	-0.1	0.7	4.7	-4.1	2.0	3.8	-3.6	-29.0	7.5	36.7
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	30.2	15.0	8.0	21.9	-9.4	-5.8	0.9	-3.5	-3.5	-5.9	-8.1	-28.4	-0.7	16.5
Revenue	56.2	35.6	24.6	44.4	-0.1	0.7	4.7	-4.1	2.0	3.8	-3.6	-29.0	7.5	36.7

	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Total Year	Mar YTD
Occ	-17.7	23.2	-7.0	-18.0	-8.0	-2.8	-4.2	-7.7	0.7	-2.9	-11.1	-3.0	-5.6	-2.1
ADR	0.6	0.4	3.0	-0.2	2.2	7.6	8.1	6.7	3.0	4.9	1.1	6.5	3.8	1.5
RevPAR	-17.2	23.7	-4.2	-18.2	-5.9	4.5	3.6	-1.6	3.7	1.8	-10.2	3.3	-2.1	-0.6
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-17.7	23.2	-7.0	-18.0	-8.0	-2.8	-4.2	-7.7	0.7	-2.9	-11.1	-3.0	-5.6	-2.1
Revenue	-17.2	23.7	-4.2	-18.2	-5.9	4.5	3.6	-1.6	3.7	1.8	-10.2	3.3	-2.1	-0.6

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Total Year	Mar YTD
Occ	-9.8	-22.2	-0.1	4.7	9.0	8.5	0.0	9.4	7.5	21.1	15.1	1.0	4.1	-10.5
ADR	3.3	2.6	3.7	0.4	0.1	-1.2	1.4	2.6	-0.3	-3.3	4.3	-0.1	1.1	3.3
RevPAR	-6.8	-20.2	3.7	5.1	9.1	7.2	1.4	12.2	7.1	17.2	20.1	0.9	5.2	-7.5
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-9.8	-22.2	-0.1	4.7	9.0	8.5	0.0	9.4	7.5	21.1	15.1	1.0	4.1	-10.5
Revenue	-6.8	-20.2	3.7	5.1	9.1	7.2	1.4	12.2	7.1	17.2	20.1	0.9	5.2	-7.5

	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Total Year	Mar YTD
Occ	1.0	13.9	18.3	-5.3	-3.7	-2.4	-3.1	18.1	21.6	16.8	10.2	12.6	8.1	12.1
ADR	-0.0	3.5	4.7	7.6	5.2	5.7	2.3	3.4	8.2	5.9	5.2	6.0	5.1	3.3
RevPAR	1.0	17.9	23.9	1.9	1.4	3.2	-0.8	22.2	31.7	23.8	16.0	19.3	13.6	15.8
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	1.0	13.9	18.3	-5.3	-3.7	-2.4	-3.1	18.1	21.6	16.8	10.2	12.6	8.1	12.1
Revenue	1.0	17.9	23.9	1.9	1.4	3.2	-0.8	22.2	31.7	23.8	16.0	19.3	13.6	15.8

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Total Year	Mar YTD
Occ	21.6	12.6	6.9	19.8	-3.8	-1.2	-9.0	-23.7	-22.8	-18.2	-4.8	-20.2	-5.6	12.3
ADR	7.3	7.7	3.4	4.0	2.2	3.7	1.8	3.6	-0.2	2.2	2.3	2.5	3.1	5.5
RevPAR	30.5	21.3	10.5	24.6	-1.6	2.4	-7.3	-20.9	-23.0	-16.4	-2.6	-18.2	-2.6	18.6
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	21.6	12.6	6.9	19.8	-3.8	-1.2	-9.0	-23.7	-22.8	-18.2	-4.8	-20.2	-5.6	12.3
Revenue	30.5	21.3	10.5	24.6	-1.6	2.4	-7.3	-20.9	-23.0	-16.4	-2.6	-18.2	-2.6	18.6

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	Mar YTD
Occ	-24.0	-24.3	-16.1											-20.8
ADR	0.1	-1.9	1.3											0.1
RevPAR	-23.9	-25.8	-15.0											-20.7
Supply	0.0	0.0	0.0											0.0
Demand	-24.0	-24.3	-16.1											-20.8
Revenue	-23.9	-25.8	-15.0											-20.7

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# Tab 5 - Twelve Month Moving Average

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB Created: April 26, 2013

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	68.0	68.6	69.0	70.2	69.6	69.2	69.3	69.1	68.9	68.5	68.0	66.4
2009	65.6	66.5	66.1	65.0	64.5	64.3	64.1	63.6	63.6	63.5	62.8	62.7
2010	62.3	61.2	61.2	61.5	61.9	62.4	62.4	62.9	63.4	64.5	65.2	65.3
2011	65.3	65.9	66.8	66.5	66.3	66.2	66.0	67.1	68.4	69.5	70.1	70.6
2012	71.4	71.9	72.4	73.4	73.2	73.2	72.6	70.9	69.2	67.9	67.5	66.7
2013	65.6	64.4	63.3									

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	61.79	62.37	63.09	63.98	64.50	64.90	65.12	65.08	65.38	65.90	66.17	66.16
2009	66.19	66.22	66.38	66.34	66.45	66.92	67.45	67.85	68.03	68.30	68.37	68.64
2010	68.79	68.92	69.15	69.16	69.17	69.08	69.18	69.35	69.33	69.14	69.38	69.38
2011	69.38	69.54	69.89	70.31	70.60	70.99	71.14	71.38	71.95	72.35	72.67	72.90
2012	73.16	73.54	73.78	74.02	74.14	74.37	74.49	74.75	74.74	74.90	75.05	75.18
2013	75.21	75.09	75.15									

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	42.04	42.76	43.53	44.90	44.90	44.93	45.12	44.95	45.02	45.16	45.02	43.96
2009	43.41	44.06	43.90	43.09	42.87	43.06	43.21	43.15	43.29	43.36	42.97	43.06
2010	42.88	42.19	42.32	42.51	42.82	43.12	43.19	43.65	43.94	44.58	45.26	45.29
2011	45.31	45.80	46.72	46.79	46.84	46.99	46.95	47.90	49.24	50.28	50.94	51.46
2012	52.22	52.90	53.40	54.36	54.30	54.41	54.09	52.99	51.72	50.82	50.70	50.11
2013	49.33	48.33	47.54									

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160
2009	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160
2010	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160
2011	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160
2012	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160	67,160
2013	67,160	67,160	67,160									

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	45,688	46,049	46,338	47,130	46,751	46,491	46,532	46,386	46,249	46,024	45,687	44,624
2009	44,046	44,687	44,415	43,621	43,330	43,211	43,026	42,710	42,737	42,632	42,209	42,128
2010	41,863	41,108	41,106	41,276	41,578	41,923	41,923	42,276	42,563	43,303	43,815	43,840
2011	43,865	44,233	44,896	44,694	44,559	44,455	44,323	45,070	45,960	46,674	47,073	47,403
2012	47,933	48,314	48,608	49,319	49,186	49,134	48,764	47,612	46,472	45,572	45,366	44,768
2013	44,052	43,226	42,487									

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	2,823,289	2,872,056	2,923,450	3,015,412	3,015,281	3,017,290	3,030,013	3,018,917	3,023,798	3,032,762	3,023,210	2,952,323
2009	2,915,315	2,959,271	2,948,290	2,893,848	2,879,361	2,891,608	2,901,965	2,897,880	2,907,290	2,911,840	2,886,016	2,891,779
2010	2,879,631	2,833,244	2,842,396	2,854,841	2,875,838	2,896,112	2,900,392	2,931,781	2,950,681	2,994,052	3,039,962	3,041,533
2011	3,043,229	3,076,084	3,137,684	3,142,453	3,145,858	3,155,652	3,153,165	3,217,115	3,306,793	3,377,049	3,420,949	3,455,837
2012	3,506,962	3,553,067	3,586,485	3,650,816	3,646,638	3,654,225	3,632,439	3,558,857	3,473,235	3,413,323	3,404,914	3,365,616
2013	3,313,326	3,245,768	3,192,834									

High value is boxed.

Low value is boxed and italicized.

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# Tab 6 - Day of Week Analysis

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB Created: April 26, 2013

Occupancy (%)								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Apr - 12	53.3	85.4	92.6	86.0	79.2	76.9	75.5	77.8
May - 12	34.6	61.8	68.5	68.3	54.9	57.1	68.2	59.5
Jun - 12	34.6	80.0	87.1	89.0	75.6	84.9	85.6	77.3
Jul - 12	39.8	77.7	71.6	75.1	63.8	61.0	74.7	65.9
Aug - 12	37.5	63.1	70.8	70.0	67.4	59.2	87.4	65.1
Sep - 12	39.1	69.2	80.8	77.5	68.1	77.3	82.4	70.0
Oct - 12	42.1	77.6	81.4	72.6	75.4	69.8	74.3	71.1
Nov - 12	49.0	81.4	73.4	69.3	69.8	86.5	87.8	74.2
Dec - 12	25.6	43.5	49.8	49.7	45.1	36.5	42.7	41.4
Jan - 13	24.6	47.5	43.1	47.1	37.3	35.6	40.9	39.7
Feb - 13	26.0	52.9	57.1	57.1	56.2	52.6	47.6	49.9
Mar - 13	43.1	70.4	74.4	75.8	72.7	71.8	68.5	67.4
<b>Total Year</b>	<b>37.7</b>	<b>67.8</b>	<b>70.5</b>	<b>69.4</b>	<b>63.3</b>	<b>65.0</b>	<b>69.6</b>	<b>63.3</b>

Three Year Occupancy (%)								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Apr 10 - Mar 11	42.2	68.7	74.7	71.8	66.5	71.3	72.7	66.8
Apr 11 - Mar 12	44.7	76.6	83.2	80.8	74.2	72.8	74.4	72.4
Apr 12 - Mar 13	37.7	67.8	70.5	69.4	63.3	65.0	69.6	63.3
<b>Total 3 Yr</b>	<b>41.5</b>	<b>71.0</b>	<b>76.1</b>	<b>74.0</b>	<b>68.0</b>	<b>69.7</b>	<b>72.3</b>	<b>67.5</b>

ADR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Apr - 12	76.72	74.69	75.97	74.63	74.98	78.50	76.82	75.93
May - 12	75.93	74.47	73.07	72.12	71.65	74.60	75.97	73.70
Jun - 12	75.25	74.69	73.59	74.03	74.11	76.20	78.09	75.29
Jul - 12	73.03	73.46	73.37	74.20	72.25	71.67	75.30	73.41
Aug - 12	74.08	74.80	75.12	74.40	75.84	74.91	74.94	74.94
Sep - 12	74.58	74.28	74.11	74.06	73.22	74.61	75.48	74.39
Oct - 12	75.92	75.79	74.87	75.04	75.92	75.96	75.22	75.47
Nov - 12	74.55	77.00	76.07	74.59	74.17	75.80	76.86	75.66
Dec - 12	74.14	73.82	76.63	74.94	76.03	74.67	72.99	74.73
Jan - 13	76.46	76.03	74.11	73.44	72.35	72.97	69.36	73.44
Feb - 13	73.77	76.16	75.15	77.64	74.29	76.23	75.78	75.72
Mar - 13	77.90	76.95	77.94	76.17	77.13	79.69	79.92	78.06
<b>Total Year</b>	<b>75.30</b>	<b>75.14</b>	<b>74.91</b>	<b>74.52</b>	<b>74.40</b>	<b>75.81</b>	<b>75.99</b>	<b>75.15</b>

Three Year ADR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Apr 10 - Mar 11	68.69	68.23	69.45	69.19	69.84	71.09	72.16	69.89
Apr 11 - Mar 12	72.89	73.52	74.02	73.33	73.44	74.53	74.41	73.78
Apr 12 - Mar 13	75.30	75.14	74.91	74.52	74.40	75.81	75.99	75.15
<b>Total 3 Yr</b>	<b>72.21</b>	<b>72.33</b>	<b>72.80</b>	<b>72.36</b>	<b>72.55</b>	<b>73.76</b>	<b>74.16</b>	<b>72.92</b>

RevPAR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Apr - 12	40.87	63.82	70.31	64.15	59.41	60.40	57.97	59.08
May - 12	26.29	45.99	50.09	49.28	39.30	42.58	51.79	43.87
Jun - 12	26.02	59.73	64.12	65.90	56.06	64.72	66.83	58.17
Jul - 12	29.08	57.07	52.55	55.70	46.12	43.72	56.22	48.41
Aug - 12	27.80	47.22	53.16	52.09	51.15	44.34	65.49	48.79
Sep - 12	29.17	51.37	59.86	57.41	49.84	57.64	62.23	52.05
Oct - 12	31.97	58.81	60.93	54.50	57.24	53.02	55.87	53.66
Nov - 12	36.51	62.68	55.84	51.71	51.76	65.57	67.47	56.12
Dec - 12	18.95	32.13	38.17	37.22	34.27	27.29	31.14	30.93
Jan - 13	18.77	36.11	31.92	34.56	27.02	25.99	28.35	29.17
Feb - 13	19.20	40.27	42.87	44.29	41.78	40.10	36.08	37.80
Mar - 13	33.61	54.15	58.01	57.73	56.05	57.24	54.71	52.63
<b>Total Year</b>	<b>28.39</b>	<b>50.95</b>	<b>52.82</b>	<b>51.71</b>	<b>47.10</b>	<b>49.27</b>	<b>52.91</b>	<b>47.54</b>

Three Year RevPAR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Apr 10 - Mar 11	28.97	46.89	51.87	49.68	46.44	50.69	52.49	46.72
Apr 11 - Mar 12	32.61	56.28	61.60	59.23	54.48	54.24	55.33	53.40
Apr 12 - Mar 13	28.39	50.95	52.82	51.71	47.10	49.27	52.91	47.54
<b>Total 3 Yr</b>	<b>29.98</b>	<b>51.37</b>	<b>55.42</b>	<b>53.53</b>	<b>49.32</b>	<b>51.42</b>	<b>53.59</b>	<b>49.22</b>

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# Tab 7 - Raw Data

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB

Created: April 26, 2013

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 07	44.0		54.81		24.14		5,704		2,512		137,690		4	184	100.0
Feb 07	46.6		57.04		26.59		5,152		2,402		137,002		4	184	100.0
Mar 07	63.3		57.72		36.56		5,704		3,613		208,558		4	184	100.0
Apr 07	65.5		57.23		37.51		5,520		3,618		207,064		4	184	100.0
May 07	70.7		60.68		42.89		5,704		4,031		244,621		4	184	100.0
Jun 07	80.7		60.42		48.76		5,520		4,455		269,180		4	184	100.0
Jul 07	77.3		61.95		47.87		5,704		4,407		273,025		4	184	100.0
Aug 07	74.1		64.27		47.64		5,704		4,228		271,739		4	184	100.0
Sep 07	71.3		63.55		45.30		5,520		3,935		250,066		4	184	100.0
Oct 07	67.2		62.33		41.88		5,704		3,832		238,867		4	184	100.0
Nov 07	75.2		63.57		47.78		5,520		4,149		263,737		4	184	100.0
Dec 07	65.7		65.21		42.85		5,704		3,748		244,401		4	184	100.0
Jan 08	57.3	30.2	65.76	20.0	37.70	56.2	5,704	0.0	3,270	30.2	215,029	56.2	4	184	100.0
Feb 08	53.6	15.0	67.23	17.9	36.06	35.6	5,152	0.0	2,763	15.0	185,769	35.6	4	184	100.0
Mar 08	68.4	8.0	66.62	15.4	45.57	24.6	5,704	0.0	3,902	8.0	259,952	24.6	4	184	100.0
Apr 08	79.9	21.9	67.81	18.5	54.17	44.4	5,520	0.0	4,410	21.9	299,026	44.4	4	184	100.0
May 08	64.0	-9.4	66.95	10.3	42.86	-0.1	5,704	0.0	3,652	-9.4	244,490	-0.1	4	184	100.0
Jun 08	76.0	-5.8	64.65	7.0	49.13	0.7	5,520	0.0	4,195	-5.8	271,189	0.7	4	184	100.0
Jul 08	78.0	0.9	64.24	3.7	50.10	4.7	5,704	0.0	4,448	0.9	285,748	4.7	4	184	100.0
Aug 08	71.6	-3.5	63.85	-0.7	45.69	-4.1	5,704	0.0	4,082	-3.5	260,643	-4.1	4	184	100.0
Sep 08	68.8	-3.5	67.13	5.6	46.19	2.0	5,520	0.0	3,798	-3.5	254,947	2.0	4	184	100.0
Oct 08	63.2	-5.9	68.71	10.2	43.45	3.8	5,704	0.0	3,607	-5.9	247,831	3.8	4	184	100.0
Nov 08	69.1	-8.1	66.68	4.9	46.05	-3.6	5,520	0.0	3,812	-8.1	254,185	-3.6	4	184	100.0
Dec 08	47.1	-28.4	64.62	-0.9	30.42	-29.0	5,704	0.0	2,685	-28.4	173,514	-29.0	4	184	100.0
Jan 09	47.2	-17.7	66.13	0.6	31.21	-17.2	5,704	0.0	2,692	-17.7	178,021	-17.2	4	184	100.0
Feb 09	66.1	23.2	67.49	0.4	44.59	23.7	5,152	0.0	3,404	23.2	229,725	23.7	4	184	100.0
Mar 09	63.6	-7.0	68.59	3.0	43.65	-4.2	5,704	0.0	3,630	-7.0	248,971	-4.2	4	184	100.0
Apr 09	65.5	-18.0	67.64	-0.2	44.31	-18.2	5,520	0.0	3,616	-18.0	244,584	-18.2	4	184	100.0
May 09	58.9	-8.0	68.43	2.2	40.32	-5.9	5,704	0.0	3,361	-8.0	230,003	-5.9	4	184	100.0
Jun 09	73.8	-2.8	69.54	7.6	51.35	4.5	5,520	0.0	4,076	-2.8	283,436	4.5	4	184	100.0
Jul 09	74.7	-4.2	69.46	8.1	51.91	3.6	5,704	0.0	4,263	-4.2	296,105	3.6	4	184	100.0
Aug 09	66.0	-7.7	68.12	6.7	44.98	-1.6	5,704	0.0	3,766	-7.7	256,558	-1.6	4	184	100.0
Sep 09	69.3	0.7	69.11	3.0	47.89	3.7	5,520	0.0	3,825	0.7	264,357	3.7	4	184	100.0
Oct 09	61.4	-2.9	72.07	4.9	44.25	1.8	5,704	0.0	3,502	-2.9	252,381	1.8	4	184	100.0
Nov 09	61.4	-11.1	67.38	1.1	41.37	-10.2	5,520	0.0	3,389	-11.1	228,361	-10.2	4	184	100.0
Dec 09	45.7	-3.0	68.85	6.5	31.43	3.3	5,704	0.0	2,604	-3.0	179,277	3.3	4	184	100.0
Jan 10	42.5	-9.8	68.34	3.3	29.08	-6.8	5,704	0.0	2,427	-9.8	165,873	-6.8	4	184	100.0
Feb 10	51.4	-22.2	69.21	2.6	35.59	-20.2	5,152	0.0	2,649	-22.2	183,338	-20.2	4	184	100.0
Mar 10	63.6	-0.1	71.15	3.7	45.25	3.7	5,704	0.0	3,628	-0.1	258,123	3.7	4	184	100.0
Apr 10	68.6	4.7	67.89	0.4	46.56	5.1	5,520	0.0	3,786	4.7	257,029	5.1	4	184	100.0
May 10	64.2	9.0	68.52	0.1	44.00	9.1	5,704	0.0	3,663	9.0	251,000	9.1	4	184	100.0
Jun 10	80.1	8.5	68.70	-1.2	55.02	7.2	5,520	0.0	4,421	8.5	303,710	7.2	4	184	100.0
Jul 10	74.7	0.0	70.46	1.4	52.66	1.4	5,704	0.0	4,263	0.0	300,385	1.4	4	184	100.0
Aug 10	72.2	9.4	69.91	2.6	50.48	12.2	5,704	0.0	4,119	9.4	287,947	12.2	4	184	100.0
Sep 10	74.5	7.5	68.89	-0.3	51.31	7.1	5,520	0.0	4,112	7.5	283,257	7.1	4	184	100.0
Oct 10	74.4	21.1	69.72	-3.3	51.85	17.2	5,704	0.0	4,242	21.1	295,752	17.2	4	184	100.0
Nov 10	70.7	15.1	70.31	4.3	49.69	20.1	5,520	0.0	3,901	15.1	274,271	20.1	4	184	100.0
Dec 10	46.1	1.0	68.79	-0.1	31.71	0.9	5,704	0.0	2,629	1.0	180,848	0.9	4	184	100.0



# Tab 7 - Raw Data

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB Created: April 26, 2013

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 11	43.0	1.0	68.34	-0.0	29.38	1.0	5,704	0.0	2,452	1.0	167,569	1.0	4	184	100.0
Feb 11	58.6	13.9	71.66	3.5	41.96	17.9	5,152	0.0	3,017	13.9	216,193	17.9	4	184	100.0
Mar 11	75.2	18.3	74.51	4.7	56.05	23.9	5,704	0.0	4,291	18.3	319,723	23.9	4	184	100.0
Apr 11	64.9	-5.3	73.05	7.6	47.43	1.9	5,520	0.0	3,584	-5.3	261,798	1.9	4	184	100.0
May 11	61.9	-3.7	72.11	5.2	44.60	1.4	5,704	0.0	3,528	-3.7	254,405	1.4	4	184	100.0
Jun 11	78.2	-2.4	72.62	5.7	56.79	3.2	5,520	0.0	4,317	-2.4	313,504	3.2	4	184	100.0
Jul 11	72.4	-3.1	72.11	2.3	52.23	-0.8	5,704	0.0	4,131	-3.1	297,898	-0.8	4	184	100.0
Aug 11	85.3	18.1	72.32	3.4	61.69	22.2	5,704	0.0	4,866	18.1	351,897	22.2	4	184	100.0
Sep 11	90.6	21.6	74.56	8.2	67.56	31.7	5,520	0.0	5,002	21.6	372,935	31.7	4	184	100.0
Oct 11	86.9	16.8	73.85	5.9	64.17	23.8	5,704	0.0	4,956	16.8	366,008	23.8	4	184	100.0
Nov 11	77.9	10.2	73.99	5.2	57.64	16.0	5,520	0.0	4,300	10.2	318,171	16.0	4	184	100.0
Dec 11	51.9	12.6	72.91	6.0	37.82	19.3	5,704	0.0	2,959	12.6	215,736	19.3	4	184	100.0
Jan 12	52.3	21.6	73.34	7.3	38.34	30.5	5,704	0.0	2,982	21.6	218,694	30.5	4	184	100.0
Feb 12	66.0	12.6	77.19	7.7	50.91	21.3	5,152	0.0	3,398	12.6	262,298	21.3	4	184	100.0
Mar 12	80.4	6.9	77.02	3.4	61.91	10.5	5,704	0.0	4,585	6.9	353,141	10.5	4	184	100.0
Apr 12	77.8	19.8	75.93	4.0	59.08	24.6	5,520	0.0	4,295	19.8	326,129	24.6	4	184	100.0
May 12	59.5	-3.8	73.70	2.2	43.87	-1.6	5,704	0.0	3,395	-3.8	250,227	-1.6	4	184	100.0
Jun 12	77.3	-1.2	75.29	3.7	58.17	2.4	5,520	0.0	4,265	-1.2	321,091	2.4	4	184	100.0
Jul 12	65.9	-9.0	73.41	1.8	48.41	-7.3	5,704	0.0	3,761	-9.0	276,112	-7.3	4	184	100.0
Aug 12	65.1	-23.7	74.94	3.6	48.79	-20.9	5,704	0.0	3,714	-23.7	278,315	-20.9	4	184	100.0
Sep 12	70.0	-22.8	74.39	-0.2	52.05	-23.0	5,520	0.0	3,862	-22.8	287,313	-23.0	4	184	100.0
Oct 12	71.1	-18.2	75.47	2.2	53.66	-16.4	5,704	0.0	4,056	-18.2	306,096	-16.4	4	184	100.0
Nov 12	74.2	-4.8	75.66	2.3	56.12	-2.6	5,520	0.0	4,094	-4.8	309,762	-2.6	4	184	100.0
Dec 12	41.4	-20.2	74.73	2.5	30.93	-18.2	5,704	0.0	2,361	-20.2	176,438	-18.2	4	184	100.0
Jan 13	39.7	-24.0	73.44	0.1	29.17	-23.9	5,704	0.0	2,266	-24.0	166,404	-23.9	4	184	100.0
Feb 13	49.9	-24.3	75.72	-1.9	37.80	-25.8	5,152	0.0	2,572	-24.3	194,740	-25.8	4	184	100.0
Mar 13	67.4	-16.1	78.06	1.3	52.63	-15.0	5,704	0.0	3,846	-16.1	300,207	-15.0	4	184	100.0

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# Tab 8 - Classic

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB Created: April 26, 2013

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 07	44.0		54.81		24.14		5,704		2,512		137,690		4	184	100.0
Feb 07	46.6		57.04		26.59		5,152		2,402		137,002		4	184	100.0
Mar 07	63.3		57.72		36.56		5,704		3,613		208,558		4	184	100.0
Apr 07	65.5		57.23		37.51		5,520		3,618		207,064		4	184	100.0
May 07	70.7		60.68		42.89		5,704		4,031		244,621		4	184	100.0
Jun 07	80.7		60.42		48.76		5,520		4,455		269,180		4	184	100.0
Jul 07	77.3		61.95		47.87		5,704		4,407		273,025		4	184	100.0
Aug 07	74.1		64.27		47.64		5,704		4,228		271,739		4	184	100.0
Sep 07	71.3		63.55		45.30		5,520		3,935		250,066		4	184	100.0
Oct 07	67.2		62.33		41.88		5,704		3,832		238,867		4	184	100.0
Nov 07	75.2		63.57		47.78		5,520		4,149		263,737		4	184	100.0
Dec 07	65.7		65.21		42.85		5,704		3,748		244,401		4	184	100.0
Mar YTD 2007	51.5		56.67		29.18		16,560		8,527		483,250				
Total 2007	66.9		61.12		40.89		67,160		44,930		2,745,950				
Jan 08	57.3	30.2	65.76	20.0	37.70	56.2	5,704	0.0	3,270	30.2	215,029	56.2	4	184	100.0
Feb 08	53.6	15.0	67.23	17.9	36.06	35.6	5,152	0.0	2,763	15.0	185,769	35.6	4	184	100.0
Mar 08	68.4	8.0	66.62	15.4	45.57	24.6	5,704	0.0	3,902	8.0	259,952	24.6	4	184	100.0
Apr 08	79.9	21.9	67.81	18.5	54.17	44.4	5,520	0.0	4,410	21.9	299,026	44.4	4	184	100.0
May 08	64.0	-9.4	66.95	10.3	42.86	-0.1	5,704	0.0	3,652	-9.4	244,490	-0.1	4	184	100.0
Jun 08	76.0	-5.8	64.65	7.0	49.13	0.7	5,520	0.0	4,195	-5.8	271,189	0.7	4	184	100.0
Jul 08	78.0	0.9	64.24	3.7	50.10	4.7	5,704	0.0	4,448	0.9	285,748	4.7	4	184	100.0
Aug 08	71.6	-3.5	63.85	-0.7	45.69	-4.1	5,704	0.0	4,082	-3.5	260,643	-4.1	4	184	100.0
Sep 08	68.8	-3.5	67.13	5.6	46.19	2.0	5,520	0.0	3,798	-3.5	254,947	2.0	4	184	100.0
Oct 08	63.2	-5.9	68.71	10.2	43.45	3.8	5,704	0.0	3,607	-5.9	247,831	3.8	4	184	100.0
Nov 08	69.1	-8.1	66.68	4.9	46.05	-3.6	5,520	0.0	3,812	-8.1	254,185	-3.6	4	184	100.0
Dec 08	47.1	-28.4	64.62	-0.9	30.42	-29.0	5,704	0.0	2,685	-28.4	173,514	-29.0	4	184	100.0
Mar YTD 2008	60.0	16.5	66.51	17.4	39.90	36.7	16,560	0.0	9,935	16.5	660,750	36.7			
Total 2008	66.4	-0.7	66.16	8.3	43.96	7.5	67,160	0.0	44,624	-0.7	2,952,323	7.5			
Jan 09	47.2	-17.7	66.13	0.6	31.21	-17.2	5,704	0.0	2,692	-17.7	178,021	-17.2	4	184	100.0
Feb 09	66.1	23.2	67.49	0.4	44.59	23.7	5,152	0.0	3,404	23.2	229,725	23.7	4	184	100.0
Mar 09	63.6	-7.0	68.59	3.0	43.65	-4.2	5,704	0.0	3,630	-7.0	248,971	-4.2	4	184	100.0
Apr 09	65.5	-18.0	67.64	-0.2	44.31	-18.2	5,520	0.0	3,616	-18.0	244,584	-18.2	4	184	100.0
May 09	58.9	-8.0	68.43	2.2	40.32	-5.9	5,704	0.0	3,361	-8.0	230,003	-5.9	4	184	100.0
Jun 09	73.8	-2.8	69.54	7.6	51.35	4.5	5,520	0.0	4,076	-2.8	283,436	4.5	4	184	100.0
Jul 09	74.7	-4.2	69.46	8.1	51.91	3.6	5,704	0.0	4,263	-4.2	296,105	3.6	4	184	100.0
Aug 09	66.0	-7.7	68.12	6.7	44.98	-1.6	5,704	0.0	3,766	-7.7	256,558	-1.6	4	184	100.0
Sep 09	69.3	0.7	69.11	3.0	47.89	3.7	5,520	0.0	3,825	0.7	264,357	3.7	4	184	100.0
Oct 09	61.4	-2.9	72.07	4.9	44.25	1.8	5,704	0.0	3,502	-2.9	252,381	1.8	4	184	100.0
Nov 09	61.4	-11.1	67.38	1.1	41.37	-10.2	5,520	0.0	3,389	-11.1	228,361	-10.2	4	184	100.0
Dec 09	45.7	-3.0	68.85	6.5	31.43	3.3	5,704	0.0	2,604	-3.0	179,277	3.3	4	184	100.0
Mar YTD 2009	58.7	-2.1	67.52	1.5	39.66	-0.6	16,560	0.0	9,726	-2.1	656,717	-0.6			
Total 2009	62.7	-5.6	68.64	3.8	43.06	-2.1	67,160	0.0	42,128	-5.6	2,891,779	-2.1			
Jan 10	42.5	-9.8	68.34	3.3	29.08	-6.8	5,704	0.0	2,427	-9.8	165,873	-6.8	4	184	100.0
Feb 10	51.4	-22.2	69.21	2.6	35.59	-20.2	5,152	0.0	2,649	-22.2	183,338	-20.2	4	184	100.0
Mar 10	63.6	-0.1	71.15	3.7	45.25	3.7	5,704	0.0	3,628	-0.1	258,123	3.7	4	184	100.0
Apr 10	68.6	4.7	67.89	0.4	46.56	5.1	5,520	0.0	3,786	4.7	257,029	5.1	4	184	100.0
May 10	64.2	9.0	68.52	0.1	44.00	9.1	5,704	0.0	3,663	9.0	251,000	9.1	4	184	100.0
Jun 10	80.1	8.5	68.70	-1.2	55.02	7.2	5,520	0.0	4,421	8.5	303,710	7.2	4	184	100.0
Jul 10	74.7	0.0	70.46	1.4	52.66	1.4	5,704	0.0	4,263	0.0	300,385	1.4	4	184	100.0
Aug 10	72.2	9.4	69.91	2.6	50.48	12.2	5,704	0.0	4,119	9.4	287,947	12.2	4	184	100.0
Sep 10	74.5	7.5	68.89	-0.3	51.31	7.1	5,520	0.0	4,112	7.5	283,257	7.1	4	184	100.0
Oct 10	74.4	21.1	69.72	-3.3	51.85	17.2	5,704	0.0	4,242	21.1	295,752	17.2	4	184	100.0
Nov 10	70.7	15.1	70.31	4.3	49.69	20.1	5,520	0.0	3,901	15.1	274,271	20.1	4	184	100.0

# Tab 8 - Classic

Maryville, MO Area Selected Properties

Job Number: 491866\_SADIM Staff: MB Created: April 26, 2013

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
<b>Dec 10</b>	46.1	1.0	68.79	-0.1	31.71	0.9	5,704	0.0	2,629	1.0	180,848	0.9	4	184	100.0
Mar YTD 2010	52.6	-10.5	69.78	3.3	36.67	-7.5	16,560	0.0	8,704	-10.5	607,334	-7.5			
Total 2010	65.3	4.1	69.38	1.1	45.29	5.2	67,160	0.0	43,840	4.1	3,041,533	5.2			
<b>Jan 11</b>	43.0	1.0	68.34	-0.0	29.38	1.0	5,704	0.0	2,452	1.0	167,569	1.0	4	184	100.0
<b>Feb 11</b>	58.6	13.9	71.66	3.5	41.96	17.9	5,152	0.0	3,017	13.9	216,193	17.9	4	184	100.0
<b>Mar 11</b>	75.2	18.3	74.51	4.7	56.05	23.9	5,704	0.0	4,291	18.3	319,723	23.9	4	184	100.0
<b>Apr 11</b>	64.9	-5.3	73.05	7.6	47.43	1.9	5,520	0.0	3,584	-5.3	261,798	1.9	4	184	100.0
<b>May 11</b>	61.9	-3.7	72.11	5.2	44.60	1.4	5,704	0.0	3,528	-3.7	254,405	1.4	4	184	100.0
<b>Jun 11</b>	78.2	-2.4	72.62	5.7	56.79	3.2	5,520	0.0	4,317	-2.4	313,504	3.2	4	184	100.0
<b>Jul 11</b>	72.4	-3.1	72.11	2.3	52.23	-0.8	5,704	0.0	4,131	-3.1	297,898	-0.8	4	184	100.0
<b>Aug 11</b>	85.3	18.1	72.32	3.4	61.69	22.2	5,704	0.0	4,866	18.1	351,897	22.2	4	184	100.0
<b>Sep 11</b>	90.6	21.6	74.56	8.2	67.56	31.7	5,520	0.0	5,002	21.6	372,935	31.7	4	184	100.0
<b>Oct 11</b>	86.9	16.8	73.85	5.9	64.17	23.8	5,704	0.0	4,956	16.8	366,008	23.8	4	184	100.0
<b>Nov 11</b>	77.9	10.2	73.99	5.2	57.64	16.0	5,520	0.0	4,300	10.2	318,171	16.0	4	184	100.0
<b>Dec 11</b>	51.9	12.6	72.91	6.0	37.82	19.3	5,704	0.0	2,959	12.6	215,736	19.3	4	184	100.0
Mar YTD 2011	58.9	12.1	72.08	3.3	42.48	15.8	16,560	0.0	9,760	12.1	703,485	15.8			
Total 2011	70.6	8.1	72.90	5.1	51.46	13.6	67,160	0.0	47,403	8.1	3,455,837	13.6			
<b>Jan 12</b>	52.3	21.6	73.34	7.3	38.34	30.5	5,704	0.0	2,982	21.6	218,694	30.5	4	184	100.0
<b>Feb 12</b>	66.0	12.6	77.19	7.7	50.91	21.3	5,152	0.0	3,398	12.6	262,298	21.3	4	184	100.0
<b>Mar 12</b>	80.4	6.9	77.02	3.4	61.91	10.5	5,704	0.0	4,585	6.9	353,141	10.5	4	184	100.0
<b>Apr 12</b>	77.8	19.8	75.93	4.0	59.08	24.6	5,520	0.0	4,295	19.8	326,129	24.6	4	184	100.0
<b>May 12</b>	59.5	-3.8	73.70	2.2	43.87	-1.6	5,704	0.0	3,395	-3.8	250,227	-1.6	4	184	100.0
<b>Jun 12</b>	77.3	-1.2	75.29	3.7	58.17	2.4	5,520	0.0	4,265	-1.2	321,091	2.4	4	184	100.0
<b>Jul 12</b>	65.9	-9.0	73.41	1.8	48.41	-7.3	5,704	0.0	3,761	-9.0	276,112	-7.3	4	184	100.0
<b>Aug 12</b>	65.1	-23.7	74.94	3.6	48.79	-20.9	5,704	0.0	3,714	-23.7	278,315	-20.9	4	184	100.0
<b>Sep 12</b>	70.0	-22.8	74.39	-0.2	52.05	-23.0	5,520	0.0	3,862	-22.8	287,313	-23.0	4	184	100.0
<b>Oct 12</b>	71.1	-18.2	75.47	2.2	53.66	-16.4	5,704	0.0	4,056	-18.2	306,096	-16.4	4	184	100.0
<b>Nov 12</b>	74.2	-4.8	75.66	2.3	56.12	-2.6	5,520	0.0	4,094	-4.8	309,762	-2.6	4	184	100.0
<b>Dec 12</b>	41.4	-20.2	74.73	2.5	30.93	-18.2	5,704	0.0	2,361	-20.2	176,438	-18.2	4	184	100.0
Mar YTD 2012	66.2	12.3	76.07	5.5	50.37	18.6	16,560	0.0	10,965	12.3	834,133	18.6			
Total 2012	66.7	-5.6	75.18	3.1	50.11	-2.6	67,160	0.0	44,768	-5.6	3,365,616	-2.6			
<b>Jan 13</b>	39.7	-24.0	73.44	0.1	29.17	-23.9	5,704	0.0	2,266	-24.0	166,404	-23.9	4	184	100.0
<b>Feb 13</b>	49.9	-24.3	75.72	-1.9	37.80	-25.8	5,152	0.0	2,572	-24.3	194,740	-25.8	4	184	100.0
<b>Mar 13</b>	67.4	-16.1	78.06	1.3	52.63	-15.0	5,704	0.0	3,846	-16.1	300,207	-15.0	4	184	100.0
Mar YTD 2013	52.4	-20.8	76.16	0.1	39.94	-20.7	16,560	0.0	8,684	-20.8	661,351	-20.7			

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## Methodology

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

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

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

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

## Glossary

### **ADR (Average Daily Rate)**

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

### **Affiliation Date**

Date the property affiliated with current chain/flag

### **Census (Properties and Rooms)**

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

### **Change in Rooms**

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

### **Exchange Rate**

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

### **Extended Historical Trend**

Data on selected properties or segments starting in 2000.

### **Demand (Rooms Sold)**

The number of rooms sold (excludes complimentary rooms).

### **Full Historical Trend**

Data on selected properties or segments starting in 1987.

### **Occupancy**

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

### **Open Date**

Date the property opened as a lodging establishment.

### **Percent Change**

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

### **Revenue (Room Revenue)**

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

### **RevPAR (Revenue Per Available Room)**

Room revenue divided by rooms available

### **Sample % (Rooms)**

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

### **Standard Historical Trend**

Data on selected properties or segments starting in 2005.

### **STR Code**

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

### **Supply (Rooms Available)**

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

### **Twelve Month Moving Average**

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

### **Year to Date**

# Tab 11 - Terms and Conditions

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

In consideration of the mutual promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Smith Travel Research, Inc. ("STR") and purchaser of this product ("Licensee") agree as follows:

## 1. LICENSE

### 1.1 Definitions.

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

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

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

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

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

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

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

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

## 2. DISCLAIMERS AND LIMITATIONS OF LIABILITY

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

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

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

## 3. MISCELLANEOUS

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

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

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

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

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

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

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

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

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

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

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

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

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

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