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## IDM Maryville Trend

January 2005 to August 2011

Currency: USD - US Dollar

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

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# Tab 2 - Data by Measure

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

Occupancy (%)														Total Year	Aug YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2005	41.2	53.4	51.8	68.0	62.2	75.1	72.1	64.4	66.9	66.2	55.8	44.0	60.1	61.0	
2006	51.3	57.4	65.7	77.7	68.6	73.9	69.5	68.2	75.1	73.0	65.9	48.0	66.2	66.6	
2007	50.6	53.8	63.0	62.7	71.0	79.9	73.7	74.3	70.8	66.0	68.5	63.1	66.5	66.2	
2008	59.2	57.4	63.8	72.7	66.7	69.2	69.4	67.7	68.9	71.1	72.6	49.9	65.7	65.8	
2009	48.2	63.9	60.4	62.9	59.5	71.9	72.0	67.2	69.6	64.8	63.1	49.7	62.7	63.2	
2010	52.6	60.9	65.9	68.6	62.5	76.1	71.5	66.7	69.1	70.3	67.4	47.2	64.9	65.6	
2011	47.3	56.2	68.3	61.8	56.0	75.0	70.8	78.5						64.3	
<b>Avg</b>	50.1	57.6	62.7	67.8	63.8	74.5	71.3	69.6	70.1	68.6	65.6	50.3	64.4	64.7	

ADR (\$)														Total Year	Aug YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2005	44.94	51.00	50.98	53.84	52.50	53.79	56.25	54.05	53.21	54.88	53.01	51.37	52.88	52.69	
2006	49.42	53.41	50.07	53.14	52.08	54.13	53.99	55.11	56.33	56.35	55.49	53.50	53.71	52.78	
2007	52.30	53.64	54.36	56.79	55.66	58.04	60.63	62.21	62.95	60.87	62.12	64.12	58.93	57.11	
2008	62.25	64.12	63.99	66.06	63.59	64.78	64.65	64.48	64.76	63.69	62.51	61.34	63.92	64.29	
2009	63.98	64.70	64.30	66.49	65.11	67.22	66.99	65.07	65.15	63.56	61.51	60.56	64.69	65.59	
2010	59.57	61.99	63.82	65.93	64.88	67.00	68.12	67.97	67.50	67.50	65.49	63.99	65.55	65.18	
2011	63.33	67.62	69.36	70.31	69.10	68.31	66.57	68.89					68.09	68.09	
<b>Avg</b>	56.88	59.71	59.83	61.55	60.08	61.82	62.46	62.71	61.62	61.14	60.26	59.50	59.99	60.83	

RevPAR (\$)														Total Year	Aug YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2005	18.53	27.23	26.39	36.61	32.65	40.39	40.58	34.80	35.61	36.33	29.59	22.60	31.77	32.16	
2006	25.34	30.65	32.89	41.28	35.71	39.98	37.50	37.58	42.32	41.12	36.58	25.66	35.54	35.13	
2007	26.45	28.88	34.24	35.62	39.52	46.40	44.67	46.22	44.58	40.17	42.57	40.43	39.20	37.84	
2008	36.87	36.79	40.80	48.04	42.44	44.83	44.88	43.65	44.64	45.31	45.41	30.58	42.02	42.32	
2009	30.84	41.34	38.84	41.84	38.71	48.35	48.25	43.73	45.34	41.19	38.82	30.10	40.58	41.46	
2010	31.36	37.74	42.08	45.23	40.53	51.01	48.74	45.36	46.66	47.46	44.17	30.23	42.54	42.77	
2011	29.96	38.03	47.38	43.44	38.66	51.22	47.12	54.10					43.78	43.78	
<b>Avg</b>	28.48	34.38	37.51	41.72	38.32	46.02	44.53	43.63	43.19	41.93	39.52	29.93	38.61	39.35	

Supply														Total Year	Aug YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2005	6,045	5,460	6,045	5,850	6,045	5,850	6,045	6,045	5,850	6,045	5,850	6,045	71,175	47,385	
2006	6,045	5,460	6,045	5,850	6,045	5,850	6,045	6,045	5,850	6,045	5,850	6,045	71,175	47,385	
2007	6,045	5,460	6,045	5,850	6,045	5,850	6,045	6,045	5,850	6,045	5,850	6,045	71,175	47,385	
2008	6,045	5,460	6,045	5,850	6,045	5,850	6,045	6,045	5,850	6,045	5,850	6,045	71,175	47,385	
2009	6,045	5,460	6,045	5,850	6,045	5,850	6,045	6,045	5,850	6,045	5,850	6,045	71,175	47,385	
2010	6,045	5,460	6,045	5,850	6,045	5,850	6,014	6,014	5,820	6,014	5,820	6,014	70,991	47,323	
2011	6,014	5,432	6,014	5,820	6,014	5,820	6,014	6,014					47,142	47,142	
<b>Avg</b>	6,041	5,456	6,041	5,846	6,041	5,846	6,036	6,036	5,845	6,040	5,845	6,040	71,144	47,341	

Demand														Total Year	Aug YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2005	2,492	2,915	3,130	3,978	3,760	4,393	4,361	3,892	3,915	4,002	3,265	2,659	42,762	28,921	
2006	3,100	3,133	3,971	4,545	4,145	4,321	4,199	4,122	4,395	4,411	3,856	2,899	47,097	31,536	
2007	3,058	2,940	3,808	3,670	4,293	4,677	4,454	4,491	4,143	3,989	4,009	3,812	47,344	31,391	
2008	3,580	3,133	3,854	4,254	4,035	4,048	4,197	4,092	4,032	4,301	4,250	3,014	46,790	31,193	
2009	2,914	3,489	3,651	3,681	3,594	4,208	4,354	4,063	4,071	3,918	3,692	3,005	44,640	29,954	
2010	3,182	3,324	3,986	4,013	3,776	4,454	4,303	4,013	4,023	4,229	3,925	2,841	46,069	31,051	
2011	2,845	3,055	4,108	4,257	3,596	4,364	4,257	4,723					30,313	30,313	
<b>Avg</b>	3,024	3,141	3,787	3,962	3,853	4,352	4,304	4,199	4,097	4,142	3,833	3,038	45,784	30,623	

Revenue (\$)														Total Year	Aug YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2005	112,002	148,660	159,554	214,170	197,384	236,297	245,328	210,356	208,303	219,618	173,079	136,591	2,261,342	1,523,751	
2006	153,202	167,333	198,846	241,508	215,873	233,898	226,694	227,162	247,569	248,556	213,979	155,091	2,529,711	1,664,516	
2007	159,920	157,703	206,987	208,402	238,927	271,442	270,037	279,405	260,782	242,803	249,027	244,423	2,789,858	1,792,823	
2008	222,853	200,882	246,611	281,028	256,577	262,238	271,319	263,866	261,130	273,927	265,651	184,869	2,990,951	2,005,374	
2009	186,431	225,735	234,774	244,762	234,011	282,864	291,681	264,372	265,226	249,010	227,085	181,978	2,887,929	1,964,630	
2010	189,564	206,046	254,402	264,589	244,992	298,427	293,141	272,778	271,543	285,443	257,059	181,799	3,019,783	2,023,939	
2011	180,162	206,594	284,921	252,845	232,524	298,097	283,382	325,386					2,063,911	2,063,911	
<b>Avg</b>	172,019	187,565	226,585	243,901	231,470	269,038	268,797	263,332	252,426	253,226	230,980	180,792	2,746,596	1,862,706	

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

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2006	24.4	7.5	26.9	14.3	10.2	-1.6	-3.7	5.9	12.3	10.2	18.1	9.0	10.1	9.0
2007	-1.4	-6.2	-4.1	-19.3	3.6	8.2	6.1	9.0	-5.7	-9.6	4.0	31.5	0.5	-0.5
2008	17.1	6.6	1.2	15.9	-6.0	-13.4	-5.8	-8.9	-2.7	7.8	6.0	-20.9	-1.2	-0.6
2009	-18.6	11.4	-5.3	-13.5	-10.9	4.0	3.7	-0.7	1.0	-8.9	-13.1	-0.3	-4.6	-4.0
2010	9.2	-4.7	9.2	9.0	5.1	5.8	-0.7	-0.7	-0.7	8.5	6.9	-5.0	3.5	3.8
2011	-10.1	-7.6	3.6	-9.9	-10.4	-1.5	-1.1	17.7						-2.0
<b>Avg</b>	3.4	1.1	5.2	-0.6	-1.4	0.2	-0.2	3.7	0.8	1.6	4.4	2.9	1.7	1.0

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2006	10.0	4.7	-1.8	-1.3	-0.8	0.6	-4.0	2.0	5.9	2.7	4.7	4.1	1.6	0.2
2007	5.8	0.4	8.5	6.9	6.9	7.2	12.3	12.9	11.7	8.0	11.9	19.9	9.7	8.2
2008	19.0	19.5	17.7	16.3	14.3	11.6	6.6	3.6	2.9	4.6	0.6	-4.3	8.5	12.6
2009	2.8	0.9	0.5	0.7	2.4	3.8	3.6	0.9	0.6	-0.2	-1.6	-1.3	1.2	2.0
2010	-6.9	-4.2	-0.7	-0.8	-0.4	-0.3	1.7	4.5	3.6	6.2	6.5	5.7	1.3	-0.6
2011	6.3	9.1	8.7	6.6	6.5	1.9	-2.3	1.4						4.5
<b>Avg</b>	6.2	5.1	5.5	4.7	4.8	4.1	3.0	4.2	4.9	4.3	4.4	4.8	4.5	4.5

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2006	36.8	12.6	24.6	12.8	9.4	-1.0	-7.6	8.0	18.9	13.2	23.6	13.5	11.9	9.2
2007	4.4	-5.8	4.1	-13.7	10.7	16.1	19.1	23.0	5.3	-2.3	16.4	57.6	10.3	7.7
2008	39.4	27.4	19.1	34.8	7.4	-3.4	0.5	-5.6	0.1	12.8	6.7	-24.4	7.2	11.9
2009	-16.3	12.4	-4.8	-12.9	-8.8	7.9	7.5	0.2	1.6	-9.1	-14.5	-1.6	-3.4	-2.0
2010	1.7	-8.7	8.4	8.1	4.7	5.5	1.0	3.7	2.9	15.2	13.8	0.4	4.8	3.2
2011	-4.5	0.8	12.6	-3.9	-4.6	0.4	-3.3	19.3						2.4
<b>Avg</b>	10.2	6.4	10.7	4.2	3.1	4.2	2.9	8.1	5.8	6.0	9.2	9.1	6.2	5.4

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2006	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
2007	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
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	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	-0.3	-0.1
2011	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	0.0	0.0						-0.4
<b>Avg</b>	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2006	24.4	7.5	26.9	14.3	10.2	-1.6	-3.7	5.9	12.3	10.2	18.1	9.0	10.1	9.0
2007	-1.4	-6.2	-4.1	-19.3	3.6	8.2	6.1	9.0	-5.7	-9.6	4.0	31.5	0.5	-0.5
2008	17.1	6.6	1.2	15.9	-6.0	-13.4	-5.8	-8.9	-2.7	7.8	6.0	-20.9	-1.2	-0.6
2009	-18.6	11.4	-5.3	-13.5	-10.9	4.0	3.7	-0.7	1.0	-8.9	-13.1	-0.3	-4.6	-4.0
2010	9.2	-4.7	9.2	9.0	5.1	5.8	-1.2	-1.2	-1.2	7.9	6.3	-5.5	3.2	3.7
2011	-10.6	-8.1	3.1	-10.4	-10.9	-2.0	-1.1	17.7						-2.4
<b>Avg</b>	3.4	1.1	5.2	-0.7	-1.5	0.2	-0.3	3.6	0.7	1.5	4.3	2.8	1.6	0.9

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2006	36.8	12.6	24.6	12.8	9.4	-1.0	-7.6	8.0	18.9	13.2	23.6	13.5	11.9	9.2
2007	4.4	-5.8	4.1	-13.7	10.7	16.1	19.1	23.0	5.3	-2.3	16.4	57.6	10.3	7.7
2008	39.4	27.4	19.1	34.8	7.4	-3.4	0.5	-5.6	0.1	12.8	6.7	-24.4	7.2	11.9
2009	-16.3	12.4	-4.8	-12.9	-8.8	7.9	7.5	0.2	1.6	-9.1	-14.5	-1.6	-3.4	-2.0
2010	1.7	-8.7	8.4	8.1	4.7	5.5	0.5	3.2	2.4	14.6	13.2	-0.1	4.6	3.0
2011	-5.0	0.3	12.0	-4.4	-5.1	-0.1	-3.3	19.3						2.0
<b>Avg</b>	10.2	6.4	10.6	4.1	3.0	4.2	2.8	8.0	5.7	5.8	9.1	9.0	6.1	5.3

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

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

	Jan 06	Feb 06	Mar 06	Apr 06	May 06	Jun 06	Jul 06	Aug 06	Sep 06	Oct 06	Nov 06	Dec 06	Total Year	Aug YTD
Occ	24.4	7.5	26.9	14.3	10.2	-1.6	-3.7	5.9	12.3	10.2	18.1	9.0	10.1	9.0
ADR	10.0	4.7	-1.8	-1.3	-0.8	0.6	-4.0	2.0	5.9	2.7	4.7	4.1	1.6	0.2
RevPAR	36.8	12.6	24.6	12.8	9.4	-1.0	-7.6	8.0	18.9	13.2	23.6	13.5	11.9	9.2
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	24.4	7.5	26.9	14.3	10.2	-1.6	-3.7	5.9	12.3	10.2	18.1	9.0	10.1	9.0
Revenue	36.8	12.6	24.6	12.8	9.4	-1.0	-7.6	8.0	18.9	13.2	23.6	13.5	11.9	9.2

	Jan 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Total Year	Aug YTD
Occ	-1.4	-6.2	-4.1	-19.3	3.6	8.2	6.1	9.0	-5.7	-9.6	4.0	31.5	0.5	-0.5
ADR	5.8	0.4	8.5	6.9	6.9	7.2	12.3	12.9	11.7	8.0	11.9	19.9	9.7	8.2
RevPAR	4.4	-5.8	4.1	-13.7	10.7	16.1	19.1	23.0	5.3	-2.3	16.4	57.6	10.3	7.7
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	-1.4	-6.2	-4.1	-19.3	3.6	8.2	6.1	9.0	-5.7	-9.6	4.0	31.5	0.5	-0.5
Revenue	4.4	-5.8	4.1	-13.7	10.7	16.1	19.1	23.0	5.3	-2.3	16.4	57.6	10.3	7.7

	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	Aug YTD
Occ	17.1	6.6	1.2	15.9	-6.0	-13.4	-5.8	-8.9	-2.7	7.8	6.0	-20.9	-1.2	-0.6
ADR	19.0	19.5	17.7	16.3	6.9	11.6	6.6	3.6	2.9	4.6	0.6	-4.3	8.5	12.6
RevPAR	39.4	27.4	19.1	34.8	7.4	-3.4	0.5	-5.6	0.1	12.8	6.7	-24.4	7.2	11.9
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	17.1	6.6	1.2	15.9	-6.0	-13.4	-5.8	-8.9	-2.7	7.8	6.0	-20.9	-1.2	-0.6
Revenue	39.4	27.4	19.1	34.8	7.4	-3.4	0.5	-5.6	0.1	12.8	6.7	-24.4	7.2	11.9

	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	Aug YTD
Occ	-18.6	11.4	-5.3	-13.5	-10.9	4.0	3.7	-0.7	1.0	-8.9	-13.1	-0.3	-4.6	-4.0
ADR	2.8	0.9	0.5	0.7	2.4	3.8	3.6	0.9	0.6	-0.2	-1.6	-1.3	1.2	2.0
RevPAR	-16.3	12.4	-4.8	-12.9	-8.8	7.9	7.5	0.2	1.6	-9.1	-14.5	-1.6	-3.4	-2.0
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	-18.6	11.4	-5.3	-13.5	-10.9	4.0	3.7	-0.7	1.0	-8.9	-13.1	-0.3	-4.6	-4.0
Revenue	-16.3	12.4	-4.8	-12.9	-8.8	7.9	7.5	0.2	1.6	-9.1	-14.5	-1.6	-3.4	-2.0

	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	Aug YTD
Occ	9.2	-4.7	9.2	9.0	5.1	5.8	-0.7	-0.7	-0.7	8.5	6.9	-5.0	3.5	3.8
ADR	-6.9	-4.2	-0.7	-0.8	-0.4	-0.3	1.7	4.5	3.6	6.2	6.5	5.7	1.3	-0.6
RevPAR	1.7	-8.7	8.4	8.1	4.7	5.5	1.0	3.7	2.9	15.2	13.8	0.4	4.8	3.2
Supply	0.0	0.0	0.0	0.0	0.0	0.0	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	-0.3	-0.1
Demand	9.2	-4.7	9.2	9.0	5.1	5.8	-1.2	-1.2	-1.2	7.9	6.3	-5.5	3.2	3.7
Revenue	1.7	-8.7	8.4	8.1	4.7	5.5	0.5	3.2	2.4	14.6	13.2	-0.1	4.6	3.0

	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	Aug YTD
Occ	-10.1	-7.6	3.6	-9.9	-10.4	-1.5	-1.1	17.7						-2.0
ADR	6.3	9.1	8.7	6.6	6.5	1.9	-2.3	1.4						4.5
RevPAR	-4.5	0.8	12.6	-3.9	-4.6	0.4	-3.3	19.3						2.4
Supply	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	0.0	0.0						-0.4
Demand	-10.6	-8.1	3.1	-10.4	-10.9	-2.0	-1.1	17.7						-2.4
Revenue	-5.0	0.3	12.0	-4.4	-5.1	-0.1	-3.3	19.3						2.0

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# Tab 5 - Twelve Month Moving Average

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2006	<b>60.9</b>	61.2	62.4	63.2	63.8	63.7	63.4	63.8	64.4	65.0	65.8	66.2
2007	66.1	65.8	65.6	64.4	64.6	65.1	65.4	66.0	65.6	65.0	65.2	66.5
2008	67.3	67.5	67.6	<b>68.4</b>	68.0	67.2	66.8	66.2	66.1	66.5	66.9	65.7
2009	64.8	65.3	65.0	64.2	63.6	63.8	64.0	64.0	64.1	63.5	62.7	62.7
2010	63.1	62.9	63.3	63.8	64.1	64.4	64.4	64.3	64.3	64.7	65.1	64.9
2011	64.4	64.1	64.3	63.7	63.2	63.1	63.0	64.0				

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2006	53.09	53.25	53.13	53.07	53.03	53.06	<b>52.83</b>	52.94	53.24	53.39	53.59	53.71
2007	53.90	53.92	54.28	54.60	54.92	55.31	55.94	56.61	57.20	57.60	58.16	58.93
2008	59.60	60.26	61.02	61.78	62.48	63.11	63.48	63.68	63.84	64.08	64.10	63.92
2009	64.06	64.10	64.13	64.14	64.26	64.49	64.71	64.77	64.80	64.80	64.75	64.69
2010	64.38	64.17	64.13	64.10	64.09	64.08	64.18	64.44	64.64	65.00	65.32	65.55
2011	65.83	66.23	66.72	67.08	67.41	<b>67.54</b>	67.39	67.50				

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2006	<b>32.35</b>	32.61	33.16	33.55	33.81	33.77	33.51	33.75	34.30	34.71	35.28	35.54
2007	35.64	35.50	35.62	35.15	35.47	36.00	36.61	37.34	37.53	37.45	37.94	39.20
2008	40.08	40.69	41.24	42.27	42.51	42.38	42.40	42.18	42.19	42.63	42.86	42.02
2009	41.51	41.86	41.69	41.18	40.87	41.16	41.44	41.45	41.51	41.16	40.62	40.58
2010	40.62	40.34	40.62	40.90	41.05	41.27	41.31	41.44	41.55	42.08	42.52	42.54
2011	42.42	42.45	42.90	42.75	42.59	42.61	42.47	<b>43.21</b>				

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2006	<b>71,175</b>	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175
2007	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175
2008	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175
2009	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175	71,175
2010	71,175	71,175	71,175	71,175	71,175	71,175	71,144	71,113	71,083	71,052	71,022	70,991
2011	70,960	70,932	70,901	70,871	70,840	<b>70,810</b>	70,810	70,810				

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2006	<b>43,370</b>	43,588	44,429	44,996	45,381	45,309	45,147	45,377	45,857	46,266	46,857	47,097
2007	47,055	46,862	46,699	45,824	45,972	46,328	46,583	46,952	46,700	46,278	46,431	47,344
2008	47,866	48,059	48,105	<b>48,689</b>	48,431	47,802	47,545	47,146	47,035	47,347	47,588	46,790
2009	46,124	46,480	46,277	45,704	45,263	45,423	45,580	45,551	45,590	45,207	44,649	44,640
2010	44,908	44,743	45,078	45,410	45,592	45,838	45,787	45,737	45,689	46,000	46,233	46,069
2011	45,732	45,463	45,585	45,168	44,757	44,667	44,621	45,331				

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2006	<b>2,302,542</b>	2,321,215	2,360,507	2,387,845	2,406,334	2,403,935	2,385,301	2,402,107	2,441,373	2,470,311	2,511,211	2,529,711
2007	2,536,429	2,526,799	2,534,940	2,501,834	2,524,888	2,562,432	2,605,775	2,658,018	2,671,231	2,665,478	2,700,526	2,789,858
2008	2,852,791	2,895,970	2,935,594	3,008,220	3,025,870	3,016,666	3,017,948	3,002,409	3,002,757	3,033,881	3,050,505	2,990,951
2009	2,954,529	2,979,382	2,967,545	2,931,279	2,908,713	2,929,339	2,949,701	2,950,207	2,954,303	2,929,386	2,890,820	2,887,929
2010	2,891,062	2,871,373	2,891,001	2,910,828	2,921,809	2,937,372	2,938,832	2,947,238	2,953,555	2,989,988	3,019,962	3,019,783
2011	3,010,381	3,010,929	3,041,448	3,029,704	3,017,236	3,016,906	3,007,147	<b>3,059,755</b>				

High value is boxed.

Low value is boxed and italicized.

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# Tab 6 - Day of Week Analysis

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

Occupancy (%)								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Sep - 10	41.8	61.6	79.6	76.7	73.4	76.2	71.7	69.1
Oct - 10	35.0	68.9	77.7	77.6	71.1	80.3	84.4	70.3
Nov - 10	41.5	68.6	72.4	73.5	65.7	76.2	72.6	67.4
Dec - 10	29.8	46.8	49.2	49.0	45.7	51.4	57.8	47.2
Jan - 11	35.2	52.0	52.6	53.6	47.7	45.3	46.7	47.3
Feb - 11	36.9	66.4	62.8	57.9	49.1	65.5	55.2	56.2
Mar - 11	39.4	73.7	80.8	78.1	69.4	64.5	66.5	68.3
Apr - 11								
May - 11								
Jun - 11								
Jul - 11								
Aug - 11								
<b>Total Year</b>	<b>38.2</b>	<b>65.5</b>	<b>71.7</b>	<b>70.7</b>	<b>63.6</b>	<b>68.4</b>	<b>69.8</b>	<b>64.0</b>

Three Year Occupancy (%)								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Year
Sep 08 - Aug 09	41.5	63.7	67.4	66.1	65.6	71.1	72.5	64.0
Sep 09 - Aug 10	42.8	65.5	69.6	66.6	62.2	71.1	72.3	64.3
Sep 10 - Aug 11	38.2	65.5	71.7	70.7	63.6	68.4	69.8	64.0
<b>Total 3 Yr</b>	<b>40.9</b>	<b>64.9</b>	<b>69.5</b>	<b>67.8</b>	<b>63.8</b>	<b>70.2</b>	<b>71.5</b>	<b>64.1</b>

ADR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Sep - 10	65.87	66.86	68.00	67.27	68.15	67.14	68.29	67.50
Oct - 10	61.87	64.95	66.20	66.23	66.05	70.18	71.80	67.50
Nov - 10	60.25	64.85	65.75	64.82	65.72	66.63	68.21	65.49
Dec - 10	61.01	62.93	63.53	62.76	64.98	65.43	65.50	63.99
Jan - 11	62.73	63.73	62.49	64.18	63.87	62.75	63.30	63.33
Feb - 11	65.36	68.46	67.44	67.31	67.18	67.93	68.70	67.62
Mar - 11	72.19	66.78	70.09	69.55	68.89	69.62	69.51	69.36
Apr - 11								
May - 11								
Jun - 11								
Jul - 11								
Aug - 11								
<b>Total Year</b>	<b>65.29</b>	<b>66.90</b>	<b>67.56</b>	<b>67.01</b>	<b>67.20</b>	<b>68.62</b>	<b>68.87</b>	<b>67.50</b>

Three Year ADR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Year
Sep 08 - Aug 09	62.24	64.25	64.29	64.65	64.17	66.37	66.19	64.77
Sep 09 - Aug 10	61.43	63.86	64.65	63.83	63.81	65.40	66.69	64.44
Sep 10 - Aug 11	65.29	66.90	67.56	67.01	67.20	68.62	68.87	67.50
<b>Total 3 Yr</b>	<b>62.90</b>	<b>65.00</b>	<b>65.53</b>	<b>65.21</b>	<b>65.06</b>	<b>66.77</b>	<b>67.23</b>	<b>65.56</b>

RevPAR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Sep - 10	27.51	41.16	54.09	51.59	50.03	51.17	48.97	46.66
Oct - 10	21.68	44.75	51.46	51.39	46.94	56.36	60.61	47.46
Nov - 10	24.98	44.48	47.59	47.67	43.19	50.79	49.55	44.17
Dec - 10	18.17	29.45	31.28	30.75	29.69	33.60	37.83	30.23
Jan - 11	22.08	33.12	32.88	34.43	30.48	28.41	29.57	29.96
Feb - 11	24.15	45.45	42.33	38.95	32.97	44.49	37.89	38.03
Mar - 11	28.44	49.24	56.60	54.29	47.78	44.93	46.21	47.38
Apr - 11								
May - 11								
Jun - 11								
Jul - 11								
Aug - 11								
<b>Total Year</b>	<b>24.96</b>	<b>43.83</b>	<b>48.42</b>	<b>47.39</b>	<b>42.75</b>	<b>46.95</b>	<b>48.10</b>	<b>43.21</b>

Three Year RevPAR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Year
Sep 08 - Aug 09	25.85	40.96	43.33	42.76	42.11	47.20	47.96	41.45
Sep 09 - Aug 10	26.32	41.82	44.97	42.54	39.70	46.52	48.19	41.44
Sep 10 - Aug 11	24.96	43.83	48.42	47.39	42.75	46.95	48.10	43.21
<b>Total 3 Yr</b>	<b>25.71</b>	<b>42.19</b>	<b>45.56</b>	<b>44.25</b>	<b>41.51</b>	<b>46.89</b>	<b>48.08</b>	<b>42.03</b>

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# Tab 7 - Raw Data

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD

Created: September 19, 2011

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 05	41.2		44.94		18.53		6,045		2,492		112,002		4	195	100.0
Feb 05	53.4		51.00		27.23		5,460		2,915		148,660		4	195	100.0
Mar 05	51.8		50.98		26.39		6,045		3,130		159,554		4	195	100.0
Apr 05	68.0		53.84		36.61		5,850		3,978		214,170		4	195	100.0
May 05	62.2		52.50		32.65		6,045		3,760		197,384		4	195	100.0
Jun 05	75.1		53.79		40.39		5,850		4,393		236,297		4	195	100.0
Jul 05	72.1		56.25		40.58		6,045		4,361		245,328		4	195	100.0
Aug 05	64.4		54.05		34.80		6,045		3,892		210,356		4	195	100.0
Sep 05	66.9		53.21		35.61		5,850		3,915		208,303		4	195	100.0
Oct 05	66.2		54.88		36.33		6,045		4,002		219,618		4	195	100.0
Nov 05	55.8		53.01		29.59		5,850		3,265		173,079		4	195	100.0
Dec 05	44.0		51.37		22.60		6,045		2,659		136,591		4	195	100.0
Jan 06	51.3	24.4	49.42	10.0	25.34	36.8	6,045	0.0	3,100	24.4	153,202	36.8	4	195	100.0
Feb 06	57.4	7.5	53.41	4.7	30.65	12.6	5,460	0.0	3,133	7.5	167,333	12.6	4	195	100.0
Mar 06	65.7	26.9	50.07	-1.8	32.89	24.6	6,045	0.0	3,971	26.9	198,846	24.6	4	195	100.0
Apr 06	77.7	14.3	53.14	-1.3	41.28	12.8	5,850	0.0	4,545	14.3	241,508	12.8	4	195	100.0
May 06	68.6	10.2	52.08	-0.8	35.71	9.4	6,045	0.0	4,145	10.2	215,873	9.4	4	195	100.0
Jun 06	73.9	-1.6	54.13	0.6	39.98	-1.0	5,850	0.0	4,321	-1.6	233,898	-1.0	4	195	100.0
Jul 06	69.5	-3.7	53.99	-4.0	37.50	-7.6	6,045	0.0	4,199	-3.7	226,694	-7.6	4	195	100.0
Aug 06	68.2	5.9	55.11	2.0	37.58	8.0	6,045	0.0	4,122	5.9	227,162	8.0	4	195	100.0
Sep 06	75.1	12.3	56.33	5.9	42.32	18.9	5,850	0.0	4,395	12.3	247,569	18.9	4	195	100.0
Oct 06	73.0	10.2	56.35	2.7	41.12	13.2	6,045	0.0	4,411	10.2	248,556	13.2	4	195	100.0
Nov 06	65.9	18.1	55.49	4.7	36.58	23.6	5,850	0.0	3,856	18.1	213,979	23.6	4	195	100.0
Dec 06	48.0	9.0	53.50	4.1	25.66	13.5	6,045	0.0	2,899	9.0	155,091	13.5	4	195	100.0
Jan 07	50.6	-1.4	52.30	5.8	26.45	4.4	6,045	0.0	3,058	-1.4	159,920	4.4	4	195	100.0
Feb 07	53.8	-6.2	53.64	0.4	28.88	-5.8	5,460	0.0	2,940	-6.2	157,703	-5.8	4	195	100.0
Mar 07	63.0	-4.1	54.36	8.5	34.24	4.1	6,045	0.0	3,808	-4.1	206,987	4.1	4	195	100.0
Apr 07	62.7	-19.3	56.79	6.9	35.62	-13.7	5,850	0.0	3,670	-19.3	208,402	-13.7	4	195	100.0
May 07	71.0	3.6	55.66	6.9	39.52	10.7	6,045	0.0	4,293	3.6	238,927	10.7	4	195	100.0
Jun 07	79.9	8.2	58.04	7.2	46.40	16.1	5,850	0.0	4,677	8.2	271,442	16.1	4	195	100.0
Jul 07	73.7	6.1	60.63	12.3	44.67	19.1	6,045	0.0	4,454	6.1	270,037	19.1	4	195	100.0
Aug 07	74.3	9.0	62.21	12.9	46.22	23.0	6,045	0.0	4,491	9.0	279,405	23.0	4	195	100.0
Sep 07	70.8	-5.7	62.95	11.7	44.58	5.3	5,850	0.0	4,143	-5.7	260,782	5.3	4	195	100.0
Oct 07	66.0	-9.6	60.87	8.0	40.17	-2.3	6,045	0.0	3,989	-9.6	242,803	-2.3	4	195	100.0
Nov 07	68.5	4.0	62.12	11.9	42.57	16.4	5,850	0.0	4,009	4.0	249,027	16.4	4	195	100.0
Dec 07	63.1	31.5	64.12	19.9	40.43	57.6	6,045	0.0	3,812	31.5	244,423	57.6	4	195	100.0
Jan 08	59.2	17.1	62.25	19.0	36.87	39.4	6,045	0.0	3,580	17.1	222,853	39.4	4	195	100.0
Feb 08	57.4	6.6	64.12	19.5	36.79	27.4	5,460	0.0	3,133	6.6	200,882	27.4	4	195	100.0
Mar 08	63.8	1.2	63.99	17.7	40.80	19.1	6,045	0.0	3,854	1.2	246,611	19.1	4	195	100.0
Apr 08	72.7	15.9	66.06	16.3	48.04	34.8	5,850	0.0	4,254	15.9	281,028	34.8	4	195	100.0
May 08	66.7	-6.0	63.59	14.3	42.44	7.4	6,045	0.0	4,035	-6.0	256,577	7.4	4	195	100.0
Jun 08	69.2	-13.4	64.78	11.6	44.83	-3.4	5,850	0.0	4,048	-13.4	262,238	-3.4	4	195	100.0
Jul 08	69.4	-5.8	64.65	6.6	44.88	0.5	6,045	0.0	4,197	-5.8	271,319	0.5	4	195	100.0
Aug 08	67.7	-8.9	64.48	3.6	43.65	-5.6	6,045	0.0	4,092	-8.9	263,866	-5.6	4	195	100.0
Sep 08	68.9	-2.7	64.76	2.9	44.64	0.1	5,850	0.0	4,032	-2.7	261,130	0.1	4	195	100.0
Oct 08	71.1	7.8	63.69	4.6	45.31	12.8	6,045	0.0	4,301	7.8	273,927	12.8	4	195	100.0
Nov 08	72.6	6.0	62.51	0.6	45.41	6.7	5,850	0.0	4,250	6.0	265,651	6.7	4	195	100.0
Dec 08	49.9	-20.9	61.34	-4.3	30.58	-24.4	6,045	0.0	3,014	-20.9	184,869	-24.4	4	195	100.0

# Tab 7 - Raw Data

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

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 09	48.2	-18.6	63.98	2.8	30.84	-16.3	6,045	0.0	2,914	-18.6	186,431	-16.3	4	195	100.0
Feb 09	63.9	11.4	64.70	0.9	41.34	12.4	5,460	0.0	3,489	11.4	225,735	12.4	4	195	100.0
Mar 09	60.4	-5.3	64.30	0.5	38.84	-4.8	6,045	0.0	3,651	-5.3	234,774	-4.8	4	195	100.0
Apr 09	62.9	-13.5	66.49	0.7	41.84	-12.9	5,850	0.0	3,681	-13.5	244,762	-12.9	4	195	100.0
May 09	59.5	-10.9	65.11	2.4	38.71	-8.8	6,045	0.0	3,594	-10.9	234,011	-8.8	4	195	100.0
Jun 09	71.9	4.0	67.22	3.8	48.35	7.9	5,850	0.0	4,208	4.0	282,864	7.9	4	195	100.0
Jul 09	72.0	3.7	66.99	3.6	48.25	7.5	6,045	0.0	4,354	3.7	291,681	7.5	4	195	100.0
Aug 09	67.2	-0.7	65.07	0.9	43.73	0.2	6,045	0.0	4,063	-0.7	264,372	0.2	4	195	100.0
Sep 09	69.6	1.0	65.15	0.6	45.34	1.6	5,850	0.0	4,071	1.0	265,226	1.6	4	195	100.0
Oct 09	64.8	-8.9	63.56	-0.2	41.19	-9.1	6,045	0.0	3,918	-8.9	249,010	-9.1	4	195	100.0
Nov 09	63.1	-13.1	61.51	-1.6	38.82	-14.5	5,850	0.0	3,692	-13.1	227,085	-14.5	4	195	100.0
Dec 09	49.7	-0.3	60.56	-1.3	30.10	-1.6	6,045	0.0	3,005	-0.3	181,978	-1.6	4	195	100.0
Jan 10	52.6	9.2	59.57	-6.9	31.36	1.7	6,045	0.0	3,182	9.2	189,564	1.7	4	195	100.0
Feb 10	60.9	-4.7	61.99	-4.2	37.74	-8.7	5,460	0.0	3,324	-4.7	206,046	-8.7	4	195	100.0
Mar 10	65.9	9.2	63.82	-0.7	42.08	8.4	6,045	0.0	3,986	9.2	254,402	8.4	4	195	100.0
Apr 10	68.6	9.0	65.93	-0.8	45.23	8.1	5,850	0.0	4,013	9.0	264,589	8.1	4	195	100.0
May 10	62.5	5.1	64.88	-0.4	40.53	4.7	6,045	0.0	3,776	5.1	244,992	4.7	4	195	100.0
Jun 10	76.1	5.8	67.00	-0.3	51.01	5.5	5,850	0.0	4,454	5.8	298,427	5.5	4	195	100.0
Jul 10	71.5	-0.7	68.12	1.7	48.74	1.0	6,014	-0.5	4,303	-1.2	293,141	0.5	4	194	100.0
Aug 10	66.7	-0.7	67.97	4.5	45.36	3.7	6,014	-0.5	4,013	-1.2	272,778	3.2	4	194	100.0
Sep 10	69.1	-0.7	67.50	3.6	46.66	2.9	5,820	-0.5	4,023	-1.2	271,543	2.4	4	194	100.0
Oct 10	70.3	8.5	67.50	6.2	47.46	15.2	6,014	-0.5	4,229	7.9	285,443	14.6	4	194	100.0
Nov 10	67.4	6.9	65.49	6.5	44.17	13.8	5,820	-0.5	3,925	6.3	257,059	13.2	4	194	100.0
Dec 10	47.2	-5.0	63.99	5.7	30.23	0.4	6,014	-0.5	2,841	-5.5	181,799	-0.1	4	194	100.0
Jan 11	47.3	-10.1	63.33	6.3	29.96	-4.5	6,014	-0.5	2,845	-10.6	180,162	-5.0	4	194	100.0
Feb 11	56.2	-7.6	67.62	9.1	38.03	0.8	5,432	-0.5	3,055	-8.1	206,594	0.3	4	194	100.0
Mar 11	68.3	3.6	69.36	8.7	47.38	12.6	6,014	-0.5	4,108	3.1	284,921	12.0	4	194	100.0
Apr 11	61.8	-9.9	70.31	6.6	43.44	-3.9	5,820	-0.5	3,596	-10.4	252,845	-4.4	4	194	100.0
May 11	56.0	-10.4	69.10	6.5	38.66	-4.6	6,014	-0.5	3,365	-10.9	232,524	-5.1	4	194	100.0
Jun 11	75.0	-1.5	68.31	1.9	51.22	0.4	5,820	-0.5	4,364	-2.0	298,097	-0.1	4	194	100.0
Jul 11	70.8	-1.1	66.57	-2.3	47.12	-3.3	6,014	0.0	4,257	-1.1	283,382	-3.3	4	194	100.0
Aug 11	78.5	17.7	68.89	1.4	54.10	19.3	6,014	0.0	4,723	17.7	325,386	19.3	4	194	100.0

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# Tab 8 - Classic

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

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 05	41.2		44.94		18.53		6,045		2,492		112,002		4	195	100.0
Feb 05	53.4		51.00		27.23		5,460		2,915		148,660		4	195	100.0
Mar 05	51.8		50.98		26.39		6,045		3,130		159,554		4	195	100.0
Apr 05	68.0		53.84		36.61		5,850		3,978		214,170		4	195	100.0
May 05	62.2		52.50		32.65		6,045		3,760		197,384		4	195	100.0
Jun 05	75.1		53.79		40.39		5,850		4,393		236,297		4	195	100.0
Jul 05	72.1		56.25		40.58		6,045		4,361		245,328		4	195	100.0
Aug 05	64.4		54.05		34.80		6,045		3,892		210,356		4	195	100.0
Sep 05	66.9		53.21		35.61		5,850		3,915		208,303		4	195	100.0
Oct 05	66.2		54.88		36.33		6,045		4,002		219,618		4	195	100.0
Nov 05	55.8		53.01		29.59		5,850		3,265		173,079		4	195	100.0
Dec 05	44.0		51.37		22.60		6,045		2,659		136,591		4	195	100.0
Aug YTD 2005	61.0		52.69		32.16		47,385		28,921		1,523,751				
Total 2005	60.1		52.88		31.77		71,175		42,762		2,261,342				
Jan 06	51.3	24.4	49.42	10.0	25.34	36.8	6,045	0.0	3,100	24.4	153,202	36.8	4	195	100.0
Feb 06	57.4	7.5	53.41	4.7	30.65	12.6	5,460	0.0	3,133	7.5	167,333	12.6	4	195	100.0
Mar 06	65.7	26.9	50.07	-1.8	32.89	24.6	6,045	0.0	3,971	26.9	198,846	24.6	4	195	100.0
Apr 06	77.7	14.3	53.14	-1.3	41.28	12.8	5,850	0.0	4,545	14.3	241,508	12.8	4	195	100.0
May 06	68.6	10.2	52.08	-0.8	35.71	9.4	6,045	0.0	4,145	10.2	215,873	9.4	4	195	100.0
Jun 06	73.9	-1.6	54.13	0.6	39.98	-1.0	5,850	0.0	4,321	-1.6	233,898	-1.0	4	195	100.0
Jul 06	69.5	-3.7	53.99	-4.0	37.50	-7.6	6,045	0.0	4,199	-3.7	226,694	-7.6	4	195	100.0
Aug 06	68.2	5.9	55.11	2.0	37.58	8.0	6,045	0.0	4,122	5.9	227,162	8.0	4	195	100.0
Sep 06	75.1	12.3	56.33	5.9	42.32	18.9	5,850	0.0	4,395	12.3	247,569	18.9	4	195	100.0
Oct 06	73.0	10.2	56.35	2.7	41.12	13.2	6,045	0.0	4,411	10.2	248,556	13.2	4	195	100.0
Nov 06	65.9	18.1	55.49	4.7	36.58	23.6	5,850	0.0	3,856	18.1	213,979	23.6	4	195	100.0
Dec 06	48.0	9.0	53.50	4.1	25.66	13.5	6,045	0.0	2,899	9.0	155,091	13.5	4	195	100.0
Aug YTD 2006	66.6	9.0	52.78	0.2	35.13	9.2	47,385	0.0	31,536	9.0	1,664,516	9.2			
Total 2006	66.2	10.1	53.71	1.6	35.54	11.9	71,175	0.0	47,097	10.1	2,529,711	11.9			
Jan 07	50.6	-1.4	52.30	5.8	26.45	4.4	6,045	0.0	3,058	-1.4	159,920	4.4	4	195	100.0
Feb 07	53.8	-6.2	53.64	0.4	28.88	-5.8	5,460	0.0	2,940	-6.2	157,703	-5.8	4	195	100.0
Mar 07	63.0	-4.1	54.36	8.5	34.24	4.1	6,045	0.0	3,808	-4.1	206,987	4.1	4	195	100.0
Apr 07	62.7	-19.3	56.79	6.9	35.62	-13.7	5,850	0.0	3,670	-19.3	208,402	-13.7	4	195	100.0
May 07	71.0	3.6	55.66	6.9	39.52	10.7	6,045	0.0	4,293	3.6	238,927	10.7	4	195	100.0
Jun 07	79.9	8.2	58.04	7.2	46.40	16.1	5,850	0.0	4,677	8.2	271,442	16.1	4	195	100.0
Jul 07	73.7	6.1	60.63	12.3	44.67	19.1	6,045	0.0	4,454	6.1	270,037	19.1	4	195	100.0
Aug 07	74.3	9.0	62.21	12.9	46.22	23.0	6,045	0.0	4,491	9.0	279,405	23.0	4	195	100.0
Sep 07	70.8	-5.7	62.95	11.7	44.58	5.3	5,850	0.0	4,143	-5.7	260,782	5.3	4	195	100.0
Oct 07	66.0	-9.6	60.87	8.0	40.17	-2.3	6,045	0.0	3,989	-9.6	242,803	-2.3	4	195	100.0
Nov 07	68.5	4.0	62.12	11.9	42.57	16.4	5,850	0.0	4,009	4.0	249,027	16.4	4	195	100.0
Dec 07	63.1	31.5	64.12	19.9	40.43	57.6	6,045	0.0	3,812	31.5	244,423	57.6	4	195	100.0
Aug YTD 2007	66.2	-0.5	57.11	8.2	37.84	7.7	47,385	0.0	31,391	-0.5	1,792,823	7.7			
Total 2007	66.5	0.5	58.93	9.7	39.20	10.3	71,175	0.0	47,344	0.5	2,789,858	10.3			
Jan 08	59.2	17.1	62.25	19.0	36.87	39.4	6,045	0.0	3,580	17.1	222,853	39.4	4	195	100.0
Feb 08	57.4	6.6	64.12	19.5	36.79	27.4	5,460	0.0	3,133	6.6	200,882	27.4	4	195	100.0
Mar 08	63.8	1.2	63.99	17.7	40.80	19.1	6,045	0.0	3,854	1.2	246,611	19.1	4	195	100.0
Apr 08	72.7	15.9	66.06	16.3	48.04	34.8	5,850	0.0	4,254	15.9	281,028	34.8	4	195	100.0
May 08	66.7	-6.0	63.59	14.3	42.44	7.4	6,045	0.0	4,035	-6.0	256,577	7.4	4	195	100.0
Jun 08	69.2	-13.4	64.78	11.6	44.83	-3.4	5,850	0.0	4,048	-13.4	262,238	-3.4	4	195	100.0
Jul 08	69.4	-5.8	64.65	6.6	44.88	0.5	6,045	0.0	4,197	-5.8	271,319	0.5	4	195	100.0
Aug 08	67.7	-8.9	64.48	3.6	43.65	-5.6	6,045	0.0	4,092	-8.9	263,866	-5.6	4	195	100.0
Sep 08	68.9	-2.7	64.76	2.9	44.64	0.1	5,850	0.0	4,032	-2.7	261,130	0.1	4	195	100.0
Oct 08	71.1	7.8	63.69	4.6	45.31	12.8	6,045	0.0	4,301	7.8	273,927	12.8	4	195	100.0
Nov 08	72.6	6.0	62.51	0.6	45.41	6.7	5,850	0.0	4,250	6.0	265,651	6.7	4	195	100.0

# Tab 8 - Classic

IDM Maryville Trend

Job Number: 379789\_SADIM Staff: KD Created: September 19, 2011

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
Dec 08	49.9	-20.9	61.34	-4.3	30.58	-24.4	6,045	0.0	3,014	-20.9	184,869	-24.4	4	195	100.0
Aug YTD 2008	65.8	-0.6	64.29	12.6	42.32	11.9	47,385	0.0	31,193	-0.6	2,005,374	11.9			
Total 2008	65.7	-1.2	63.92	8.5	42.02	7.2	71,175	0.0	46,790	-1.2	2,990,951	7.2			
Jan 09	48.2	-18.6	63.98	2.8	30.84	-16.3	6,045	0.0	2,914	-18.6	186,431	-16.3	4	195	100.0
Feb 09	63.9	11.4	64.70	0.9	41.34	12.4	5,460	0.0	3,489	11.4	225,735	12.4	4	195	100.0
Mar 09	60.4	-5.3	64.30	0.5	38.84	-4.8	6,045	0.0	3,651	-5.3	234,774	-4.8	4	195	100.0
Apr 09	62.9	-13.5	66.49	0.7	41.84	-12.9	5,850	0.0	3,681	-13.5	244,762	-12.9	4	195	100.0
May 09	59.5	-10.9	65.11	2.4	38.71	-8.8	6,045	0.0	3,594	-10.9	234,011	-8.8	4	195	100.0
Jun 09	71.9	4.0	67.22	3.8	48.35	7.9	5,850	0.0	4,208	4.0	282,864	7.9	4	195	100.0
Jul 09	72.0	3.7	66.99	3.6	48.25	7.5	6,045	0.0	4,354	3.7	291,681	7.5	4	195	100.0
Aug 09	67.2	-0.7	65.07	0.9	43.73	0.2	6,045	0.0	4,063	-0.7	264,372	0.2	4	195	100.0
Sep 09	69.6	1.0	65.15	0.6	45.34	1.6	5,850	0.0	4,071	1.0	265,226	1.6	4	195	100.0
Oct 09	64.8	-8.9	63.56	-0.2	41.19	-9.1	6,045	0.0	3,918	-8.9	249,010	-9.1	4	195	100.0
Nov 09	63.1	-13.1	61.51	-1.6	38.82	-14.5	5,850	0.0	3,692	-13.1	227,085	-14.5	4	195	100.0
Dec 09	49.7	-0.3	60.56	-1.3	30.10	-1.6	6,045	0.0	3,005	-0.3	181,978	-1.6	4	195	100.0
Aug YTD 2009	63.2	-4.0	65.59	2.0	41.46	-2.0	47,385	0.0	29,954	-4.0	1,964,630	-2.0			
Total 2009	62.7	-4.6	64.69	1.2	40.58	-3.4	71,175	0.0	44,640	-4.6	2,887,929	-3.4			
Jan 10	52.6	9.2	59.57	-6.9	31.36	1.7	6,045	0.0	3,182	9.2	189,564	1.7	4	195	100.0
Feb 10	60.9	-4.7	61.99	-4.2	37.74	-8.7	5,460	0.0	3,324	-4.7	206,046	-8.7	4	195	100.0
Mar 10	65.9	9.2	63.82	-0.7	42.08	8.4	6,045	0.0	3,986	9.2	254,402	8.4	4	195	100.0
Apr 10	68.6	9.0	65.93	-0.8	45.23	8.1	5,850	0.0	4,013	9.0	264,589	8.1	4	195	100.0
May 10	62.5	5.1	64.88	-0.4	40.53	4.7	6,045	0.0	3,776	5.1	244,992	4.7	4	195	100.0
Jun 10	76.1	5.8	67.00	-0.3	51.01	5.5	5,850	0.0	4,454	5.8	298,427	5.5	4	195	100.0
Jul 10	71.5	-0.7	68.12	1.7	48.74	1.0	6,014	-0.5	4,303	-1.2	293,141	0.5	4	194	100.0
Aug 10	66.7	-0.7	67.97	4.5	45.36	3.7	6,014	-0.5	4,013	-1.2	272,778	3.2	4	194	100.0
Sep 10	69.1	-0.7	67.50	3.6	46.66	2.9	5,820	-0.5	4,023	-1.2	271,543	2.4	4	194	100.0
Oct 10	70.3	8.5	67.50	6.2	47.46	15.2	6,014	-0.5	4,229	7.9	285,443	14.6	4	194	100.0
Nov 10	67.4	6.9	65.49	6.5	44.17	13.8	5,820	-0.5	3,925	6.3	257,059	13.2	4	194	100.0
Dec 10	47.2	-5.0	63.99	5.7	30.23	0.4	6,014	-0.5	2,841	-5.5	181,799	-0.1	4	194	100.0
Aug YTD 2010	65.6	3.8	65.18	-0.6	42.77	3.2	47,323	-0.1	31,051	3.7	2,023,939	3.0			
Total 2010	64.9	3.5	65.55	1.3	42.54	4.8	70,991	-0.3	46,069	3.2	3,019,783	4.6			
Jan 11	47.3	-10.1	63.33	6.3	29.96	-4.5	6,014	-0.5	2,845	-10.6	180,162	-5.0	4	194	100.0
Feb 11	56.2	-7.6	67.62	9.1	38.03	0.8	5,432	-0.5	3,055	-8.1	206,594	0.3	4	194	100.0
Mar 11	68.3	3.6	69.36	8.7	47.38	12.6	6,014	-0.5	4,108	3.1	284,921	12.0	4	194	100.0
Apr 11	61.8	-9.9	70.31	6.6	43.44	-3.9	5,820	-0.5	3,596	-10.4	252,845	-4.4	4	194	100.0
May 11	56.0	-10.4	69.10	6.5	38.66	-4.6	6,014	-0.5	3,365	-10.9	232,524	-5.1	4	194	100.0
Jun 11	75.0	-1.5	68.31	1.9	51.22	0.4	5,820	-0.5	4,364	-2.0	298,097	-0.1	4	194	100.0
Jul 11	70.8	-1.1	66.57	-2.3	47.12	-3.3	6,014	0.0	4,257	-1.1	283,382	-3.3	4	194	100.0
Aug 11	78.5	17.7	68.89	1.4	54.10	19.3	6,014	0.0	4,723	17.7	325,386	19.3	4	194	100.0
Aug YTD 2011	64.3	-2.0	68.09	4.5	43.78	2.4	47,142	-0.4	30,313	-2.4	2,063,911	2.0			

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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.

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## 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.