

Maryville Missouri Lodging Competitive Set

5 Year Seasonality Trend 2007-2012

Month	Market Occupancy	Monthly Demand	Market ADR	Market RevPAR	Market Revenues
January	46.6%	2,657	\$ 67.16	\$ 28.48	\$ 178,469
February	56.0%	2,886	\$ 69.74	\$ 34.38	\$ 201,295
March	68.9%	3,928	\$ 70.87	\$ 37.51	\$ 278,382
April	70.4%	3,885	\$ 68.46	\$ 41.72	\$ 265,938
May	63.2%	3,605	\$ 68.18	\$ 38.32	\$ 245,791
June	77.7%	4,288	\$ 68.49	\$ 46.02	\$ 293,685
July	73.8%	4,212	\$ 68.42	\$ 44.53	\$ 288,212
August	72.4%	4,129	\$ 68.90	\$ 41.89	\$ 284,517
September	74.1%	4,089	\$ 69.82	\$ 43.19	\$ 285,479
October	70.7%	4,033	\$ 70.55	\$ 41.93	\$ 284,489
November	71.4%	3,941	\$ 69.72	\$ 39.52	\$ 274,748
December	49.6%	2,831	\$ 68.89	\$ 29.93	\$ 195,036
Total	66.4%	44,616	\$ 68.93	\$ 38.61	\$ 3,075,506