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## Billings Area COC

For the Month of June 2012

Date Created: Jul 17, 2012

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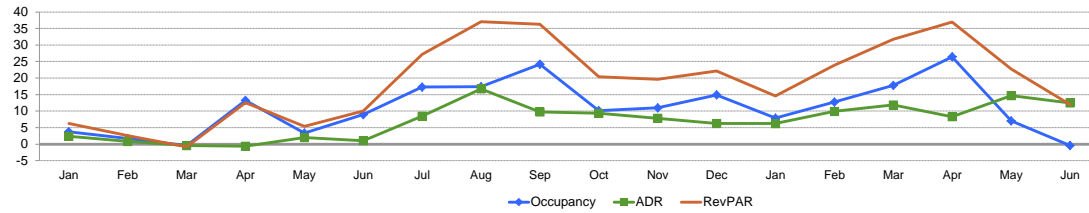


Tab 2 - Trend Billings Area

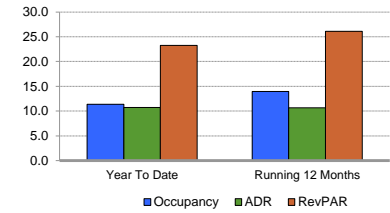
Currency: USD - US Dollar

Billings Area COC  
For the Month of June 2012

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2011												2012					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	40.5	53.2	54.6	62.5	62.9	79.7	91.0	94.8	85.2	63.7	53.6	47.3	43.7	60.0	64.3	79.0	67.4	79.4
Last Year	39.1	52.3	54.8	55.2	60.9	73.2	77.6	80.8	68.6	57.9	48.3	41.2	40.5	53.2	54.6	62.5	62.9	79.7
Percent Change	3.8	1.7	-0.4	13.2	3.3	8.9	17.2	17.4	24.2	10.1	11.0	14.9	7.9	12.7	17.8	26.4	7.0	-0.5

ADR	2011												2012					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	69.81	71.96	70.76	72.97	74.38	77.88	85.98	94.94	82.22	79.52	77.52	74.10	74.15	79.10	79.16	79.03	85.30	87.61
Last Year	68.20	71.41	71.08	73.44	72.93	77.08	79.27	81.31	74.92	72.75	71.88	69.74	69.81	71.98	70.76	72.97	74.38	77.88
Percent Change	2.4	0.8	-0.4	-0.6	2.0	1.0	8.5	16.8	9.7	9.3	7.8	6.3	6.2	9.9	11.9	8.3	14.7	12.5

RevPAR	2011												2012					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	28.30	38.29	38.61	45.60	46.82	62.10	78.23	90.00	70.04	50.69	41.56	35.08	32.42	47.43	50.87	62.43	57.46	69.53
Last Year	26.64	37.34	38.94	40.53	44.42	56.42	61.51	65.68	51.40	42.12	34.74	28.73	28.30	38.29	38.61	45.60	46.82	62.10
Percent Change	6.2	2.5	-0.8	12.5	5.4	10.1	27.2	37.0	36.3	20.4	19.7	22.1	14.6	23.9	31.7	36.9	22.7	12.0

Supply	2011												2012					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	123,721	111,804	123,783	119,760	123,752	119,760	123,721	123,721	119,730	123,721	119,730	123,721	123,721	111,748	123,690	119,700	123,690	119,700
Last Year	123,783	111,748	123,721	119,730	123,721	119,730	123,721	123,721	119,730	123,721	119,730	123,721	123,721	111,804	123,783	119,760	123,752	119,760
Percent Change	-0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	-0.1	-0.1	-0.1	-0.1

Demand	2011												2012					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	50,152	59,468	67,539	74,840	77,900	95,488	112,571	117,281	101,997	78,871	64,199	58,571	54,092	66,999	79,484	94,559	83,318	94,999
Last Year	48,362	58,430	67,776	66,076	75,362	87,645	96,015	99,933	82,138	71,630	57,859	50,975	50,152	59,468	67,539	74,840	77,900	95,488
Percent Change	3.7	1.8	-0.3	13.3	3.4	8.9	17.2	17.4	24.2	10.1	11.0	14.9	7.9	12.7	17.7	26.3	7.0	-0.5

Revenue	2011												2012					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	3,501,154	4,280,783	4,779,362	5,461,165	5,794,331	7,437,041	9,679,106	11,134,288	8,385,966	6,271,837	4,976,418	4,340,050	4,011,003	5,299,767	6,291,847	7,473,002	7,107,130	8,322,962
Last Year	3,298,191	4,172,581	4,817,617	4,852,915	5,495,821	6,795,500	7,610,673	8,125,927	6,153,956	5,210,985	4,158,826	3,554,770	3,501,154	4,280,783	4,779,362	5,461,165	5,794,331	7,437,041
Percent Change	6.2	2.6	-0.8	12.5	5.4	10.1	27.2	37.0	36.3	20.4	19.7	22.1	14.6	23.8	31.6	36.8	22.7	11.9

Census %	2011												2012					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
Census Rooms	3991	3993	3993	3992	3992	3992	3991	3991	3991	3991	3991	3991	3991	3991	3990	3990	3990	3990
% Rooms Participants	72.3	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5	74.5

A blank row indicates insufficient data.

Source 2012 SMITH TRAVEL RESEARCH, Inc.

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# Tab 4 - Multi-Segment

Currency: USD - US Dollar

Billings Area COC

For the month of: June 2012

	Current Month - June 2012 vs June 2011												Year to Date - June 2012 vs June 2011												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 2011						Occ %		ADR		RevPAR		Percent Change from YTD 2011						Properties		Rooms	
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Albuquerque, NM	66.7	66.3	72.84	70.94	48.62	47.06	0.6	2.7	3.3	3.7	0.3	1.0	57.4	58.3	71.24	69.49	40.86	40.50	-1.6	2.5	0.9	0.8	-0.1	-1.7	164	118	17602	14378
Billings Area, MT+	79.4	79.7	87.61	77.88	69.53	62.10	-0.5	12.5	12.0	11.9	-0.1	-0.5	65.6	58.9	81.33	73.47	53.31	43.25	11.3	10.7	23.3	23.2	-0.0	11.3	45	27	3990	2972
Bismarck, ND+	87.8	87.6	95.19	84.56	83.56	74.06	0.2	12.6	12.8	16.0	2.8	3.1	76.9	72.6	91.65	79.33	70.43	57.61	5.8	15.5	22.3	25.7	2.8	8.8	24	22	2354	2262
Bozeman, MT+	80.8	82.2	96.04	87.21	77.64	71.67	-1.6	10.1	8.3	8.2	-0.1	-1.7	56.9	54.2	83.51	78.93	47.48	42.80	4.8	5.8	10.9	10.8	-0.1	4.7	26	15	2008	1414
Fayetteville/Springdale MSA	64.1	61.4	74.05	69.77	47.46	42.82	4.4	6.1	10.8	7.4	-3.1	1.2	51.9	49.6	74.43	69.73	38.64	34.56	4.7	6.7	11.8	8.4	-3.1	1.5	97	64	7988	6263
Great Falls, MT+	73.2	67.5	82.80	75.71	60.64	51.09	8.5	9.4	18.7	18.7	0.0	8.5	58.4	57.8	78.15	73.39	45.64	42.40	1.1	6.5	7.7	7.4	-0.3	0.9	29	18	2250	1799
Helena, MT+	68.7	65.6	85.73	85.89	58.91	56.36	4.7	-0.2	4.5	10.9	6.1	11.1	55.3	61.9	82.26	80.64	45.52	49.94	-10.6	2.0	-8.9	1.7	11.6	-0.3	19	17	1557	1400
Madison, WI+	72.7	70.9	92.36	87.13	67.10	61.78	2.5	6.0	8.6	9.4	0.7	3.2	60.3	59.0	89.89	85.96	54.20	50.71	2.2	4.6	6.9	8.1	1.2	3.4	60	48	6666	6012
Missoula, MT+	69.4	70.3	85.78	81.95	59.50	57.57	-1.3	4.7	3.4	3.4	0.0	-1.3	49.7	51.5	77.51	76.38	38.50	39.32	-3.5	1.5	-2.1	-0.3	1.8	-1.8	42	25	3136	2295
Rapid City, SD+	84.1	78.5	103.25	99.68	86.84	78.26	7.1	3.6	11.0	14.2	2.9	10.3	52.2	47.3	75.91	73.99	39.59	34.97	10.4	2.6	13.2	14.6	1.2	11.7	52	30	4381	3391
Sioux Falls, SD+	75.9	71.3	81.57	78.72	61.93	56.15	6.4	3.6	10.3	12.6	2.1	8.7	61.0	58.9	76.27	73.32	46.54	43.18	3.6	4.0	7.8	9.1	1.3	4.9	50	36	4415	3445
Springfield, MO+	67.4	72.4	74.76	71.27	50.39	51.58	-6.9	4.9	-2.3	-6.8	-4.6	-11.2	52.5	52.7	71.65	68.75	37.61	36.21	-0.3	4.2	3.9	-0.2	-3.9	-4.3	58	38	5795	3986

A blank row indicates insufficient data.

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## Tab 5 - Help

All data is processed by STR using both the current and historical sampling of hotels.  
For further questions about the methodology used to produce our reports, please email [info@str.com](mailto:info@str.com).

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

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

### **Census (properties and rooms)**

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

### **Country**

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government. It is typically recognized by the International Organization for Standardization (ISO).

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

The number of rooms sold or rented (excludes complimentary rooms).

### **Exchange Rate**

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from a third party. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of effect.

### **Market**

A geographic area within a country. Markets are defined by STR and STR Global.

### **Occupancy (Occ)**

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms available.

### **Percent Change**

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $\frac{\text{Current Period} - \text{Previous Period}}{\text{Previous Period}} \times 100$ .

### **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 or % Room Participants**

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

### **Sub-Market**

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

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

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

### **Twelve Month Moving Average**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given measure over the last 12 months.

### **WD (Weekday)**

Average of Sunday through Thursday

### **WE (Weekend)**

Average of Friday and Saturday

### **Year-to-date**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1st to the end of the reporting period.