



Sample Performance Report

Third Party Channel Utilization

| Site | Rank | Travel Ad? | Reputation Score |
|-------------|-------------|------------|------------------|
| Expedia | Page 1, #15 | Yes | 4.4/5 |
| Booking.com | Page 1, #5 | No | 9.1/10 |
| Priceline | Page 2, #2 | No | 8.7/10 |
| Orbitz | Page 1, #8 | No | 4.4/5 |



TripAdvisor Index: 94% **LM: 90%**

Monthly Reviews

| | |
|--|---|
| 23 Number of Reviews for the Month | 0 Negative Reviews on Front Page Yes, 15% Off Weekend Rates |
| Yes Management Responding | TripAdvisor Offers? |

STR Monthly Performance - Actual vs Comp. Set

| Occupancy | | ADR | | RevPAR | |
|-------------------------|-------------------------------|--------------------------|--------------------------------|----------------------------|-------------------------------|
| 66.9 Dec Occ. | 56.3 Comp. Set | 109.12 Dec ADR | 110.99 Comp. Set | 72.96 Dec RevPAR | 62.45 Comp. Set |
| 118.8 Index | 6.1% Index % Change | 98.3 Index | -4.2% Index % Change | 116.8 Index | 1.7% Index % Change |
| Occ RANK | 1 of 7 | ADR RANK | 3 of 7 | RevPAR RANK | 3 of 7 |

Current Market Conditions - Supply/Demand Trends

| | Occupancy | | Supply % Change | | Demand % Change | |
|-----------|-------------|--|-----------------|------------|-----------------|------------|
| | Trailing 12 | | YTD | Trailing 3 | YTD | Trailing 3 |
| Hotel | 85.2 | | -0.3 | 0.0 | 2.0 | 6.5 |
| Comp. Set | 72.6 | | 0.0 | 0.0 | -2.0 | 1.5 |
| Tract | 64.6 | | 0.8 | 1.4 | 2.7 | 10.3 |

Critical Tactics, Comments, and Observations - Property To Do List

Date Produced: **1/31/2015**

* Management Responding to Reviews on TA?: Yes, property is receiving numerous positive reviews weekly and has responded to recent reviews, but management could be responding more frequently

* Hotel offering a variety of packaging?: Yes, 6 packages being offered that appeal to a wide range of guests

* Hotel is now ranking #3 of 50 hotels in the Sample City Tripadvisor ranking

* Excellent use of travel advertisement on Expedia

* Must update "Events" page on the hotel website. All events listed here are out of date

* 2014 weekend occupancy was strong at 86.3%, nearly 12% above the comp. set average. Weekend occ. Index growth was also about 12%.