

Trend # 1112644_SADIM / Created August 16, 2019

Trend Report - Wilson, NC Area Selected Properties

January 2013 to June 2019 Currency : USD - US Dollar



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Tab 2 - Data by Measure

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

Occupancy (%)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2013	60.4	66.2	72.8	69.3	63.4	69.2	71.0	71.9	61.5	63.3	64.1	57.9	65.9	66.9
2014	55.9	62.3	69.0	77.0	70.9	75.4	72.3	74.0	63.8	70.9	64.8	61.0	68.2	68.5
2015	57.5	67.3	75.5	79.6	73.7	76.1	78.1	74.5	67.8	71.3	69.3	68.9	71.7	71.6
2016	65.6	72.6	74.8	76.1	70.1	74.3	77.6	74.6	68.9	82.5	78.9	67.9	73.7	72.3
2017	61.8	69.7	75.7	79.8	75.5	80.3	75.6	74.5	73.0	69.8	69.2	62.2	72.3	73.8
2018	59.4	68.0	78.3	81.0	76.4	76.9	73.2	78.0	83.0	85.1	77.7	67.1	75.4	73.4
2019	66.6	72.8	78.6	83.9	80.6	77.1								76.6
Avg	61.2	68.7	75.2	78.5	73.3	75.8	74.7	74.7	70.2	74.4	71.1	64.3	71.5	72.2

ADR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2013	89.93	92.44	93.55	94.43	94.83	94.45	94.38	94.19	91.89	93.05	93.71	92.13	93.33	93.37
2014	92.99	94.12	93.19	95.93	96.37	100.01	96.31	97.28	92.46	93.87	95.37	91.15	95.09	95.67
2015	93.78	94.45	96.91	98.34	99.40	98.33	99.41	100.25	97.67	97.78	95.16	95.57	97.40	97.08
2016	94.97	95.64	97.57	100.55	98.12	97.50	98.60	96.90	96.41	104.68	101.95	98.54	98.66	97.54
2017	94.93	96.41	98.58	101.45	103.45	102.97	102.76	101.76	101.79	101.02	100.23	97.41	100.41	99.90
2018	93.41	95.27	99.18	102.57	102.39	103.14	102.66	100.78	110.47	109.04	105.10	100.10	102.48	99.74
2019	97.48	100.08	103.27	105.99	107.72	104.47								103.43
Avg	94.20	95.78	97.90	100.44	100.92	100.48	99.29	98.72	99.56	100.91	99.23	96.21	98.29	98.52

RevPAR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2013	54.34	61.22	68.06	65.48	60.13	65.36	66.98	67.72	56.53	58.93	60.10	53.32	61.49	62.43
2014	51.98	58.68	64.34	73.89	68.34	75.42	69.68	71.98	59.03	66.52	61.79	55.57	64.83	65.57
2015	53.95	63.57	73.16	78.28	73.27	74.79	77.68	74.67	66.25	69.72	65.94	65.83	69.79	69.53
2016	62.28	69.43	73.03	76.53	68.80	72.40	76.52	72.26	66.45	86.40	80.40	66.95	72.76	70.54
2017	58.67	67.23	74.67	80.97	78.08	82.72	77.68	75.86	74.33	70.51	69.40	60.54	72.55	73.74
2018	55.45	64.75	77.65	83.08	78.27	79.33	75.13	78.59	91.67	92.78	81.64	67.13	77.28	73.20
2019	64.92	72.86	81.16	88.97	86.79	80.60								79.26
Avg	57.67	65.76	73.65	78.84	73.99	76.17	74.18	73.75	69.92	75.05	70.54	61.90	70.23	71.11

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2013	35,061	31,668	35,061	33,930	37,820	36,600	37,820	37,820	36,600	37,820	36,600	37,820	434,620	210,140
2014	37,820	34,160	37,820	36,600	37,820	39,360	40,672	40,672	39,360	40,672	39,360	40,672	464,988	223,580
2015	40,672	36,736	40,672	39,360	40,672	39,360	40,672	40,672	39,360	40,672	39,360	40,672	478,880	237,472
2016	40,672	36,736	43,400	44,310	45,787	44,310	45,787	45,787	44,310	45,787	44,310	45,787	526,983	255,215
2017	45,787	41,356	45,787	44,310	45,787	44,310	45,787	45,787	44,310	45,787	44,310	45,787	539,105	267,337
2018	45,787	41,356	45,787	44,310	45,787	46,980	48,546	48,546	46,980	48,546	46,980	48,546	558,151	270,007
2019	48,546	43,848	48,546	46,980	48,546	46,980								283,446
Avg	42,049	37,980	42,439	41,400	43,174	42,557	43,214	43,214	41,820	43,214	41,820	43,214	500,455	249,600

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2013	21,186	20,971	25,510	23,528	23,981	25,328	26,841	27,192	22,517	23,950	23,475	21,888	286,367	140,504
2014	21,139	21,295	26,112	28,192	26,821	29,682	29,425	30,092	25,130	28,822	25,502	24,796	317,008	153,241
2015	23,397	24,724	30,703	31,333	29,981	29,938	31,778	30,295	26,697	29,002	27,274	28,017	343,139	170,076
2016	26,673	26,668	32,483	33,724	32,105	32,902	35,537	34,145	30,538	37,788	34,945	31,107	388,615	184,555
2017	28,298	28,838	34,683	35,364	34,561	35,596	34,613	34,133	32,358	31,956	30,681	28,459	389,540	197,340
2018	27,181	28,107	35,850	35,890	35,000	36,136	35,527	37,858	38,984	41,308	36,495	32,556	420,892	198,164
2019	32,331	31,922	38,149	39,435	39,115	36,243								217,195
Avg	25,744	26,075	31,927	32,495	31,652	32,261	32,287	32,286	29,371	32,138	29,729	27,804	357,594	180,154

Revenue (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2013	1,905,252	1,938,652	2,386,405	2,221,828	2,274,039	2,392,255	2,533,248	2,561,296	2,069,115	2,228,563	2,199,741	2,016,549	26,726,943	13,118,431
2014	1,965,814	2,004,344	2,433,412	2,704,336	2,584,609	2,968,458	2,834,055	2,927,388	2,323,407	2,705,449	2,432,049	2,260,101	30,143,422	14,660,973
2015	2,194,262	2,335,277	2,975,548	3,081,286	2,980,043	2,943,862	3,159,201	3,037,125	2,607,463	2,835,763	2,595,521	2,677,641	33,422,992	16,510,278
2016	2,533,243	2,550,577	3,169,363	3,390,894	3,150,184	3,207,903	3,503,841	3,308,642	2,944,311	3,955,802	3,562,486	3,065,296	38,342,542	18,002,164
2017	2,686,360	2,780,277	3,419,073	3,587,841	3,575,264	3,665,464	3,556,936	3,473,211	3,293,657	3,228,354	3,075,089	2,772,069	39,113,595	19,714,279
2018	2,538,890	2,677,853	3,555,550	3,681,083	3,583,693	3,727,062	3,647,219	3,815,430	4,306,480	4,504,044	3,835,564	3,258,729	43,131,597	19,764,131

2019	3,151,715	3,194,787	3,939,781	4,179,600	4,213,285	3,786,392								22,465,560
Avg	2,425,077	2,497,395	3,125,590	3,263,838	3,194,445	3,241,628	3,205,750	3,187,182	2,924,072	3,242,996	2,950,075	2,675,064	35,146,849	17,747,974

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

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2014	-7.5	-5.9	-5.1	11.1	11.8	9.0	1.9	2.9	3.8	11.9	1.0	5.3	3.5	2.5
2015	2.9	8.0	9.3	3.3	3.9	0.9	8.0	0.7	6.2	0.6	6.9	13.0	5.1	4.5
2016	14.0	7.9	-0.9	-4.4	-4.9	-2.4	-0.7	0.1	1.6	15.7	13.8	-1.4	2.9	1.0
2017	-5.8	-3.9	1.2	4.9	7.6	8.2	-2.6	-0.0	6.0	-15.4	-12.2	-8.5	-2.0	2.1
2018	-3.9	-2.5	3.4	1.5	1.3	-4.3	-3.2	4.6	13.6	21.9	12.2	7.9	4.4	-0.6
2019	12.2	7.1	0.4	3.6	5.4	0.3								4.4
Avg	2.0	1.8	1.4	3.3	4.2	1.9	0.7	1.7	6.2	7.0	4.4	3.3	2.8	2.3

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2014	3.4	1.8	-0.4	1.6	1.6	5.9	2.0	3.3	0.6	0.9	1.8	-1.1	1.9	2.5
2015	0.8	0.4	4.0	2.5	3.1	-1.7	3.2	3.1	5.6	4.2	-0.2	4.9	2.4	1.5
2016	1.3	1.3	0.7	2.2	-1.3	-0.8	-0.8	-3.3	-1.3	7.1	7.1	3.1	1.3	0.5
2017	-0.0	0.8	1.0	0.9	5.4	5.6	4.2	5.0	5.6	-3.5	-1.7	-1.2	1.8	2.4
2018	-1.6	-1.2	0.6	1.1	-1.0	0.2	-0.1	-1.0	8.5	7.9	4.9	2.8	2.1	-0.2
2019	4.4	5.0	4.1	3.3	5.2	1.3								3.7
Avg	1.4	1.3	1.7	1.9	2.2	1.7	1.7	1.4	3.8	3.3	2.4	1.7	1.9	1.7

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2014	-4.3	-4.2	-5.5	12.8	13.7	15.4	4.0	6.3	4.4	12.9	2.8	4.2	5.4	5.0
2015	3.8	8.3	13.7	5.9	7.2	-0.8	11.5	3.7	12.2	4.8	6.7	18.5	7.7	6.0
2016	15.4	9.2	-0.2	-2.2	-6.1	-3.2	-1.5	-3.2	0.3	23.9	21.9	1.7	4.2	1.5
2017	-5.8	-3.2	2.3	5.8	13.5	14.3	1.5	5.0	11.9	-18.4	-13.7	-9.6	-0.3	4.5
2018	-5.5	-3.7	4.0	2.6	0.2	-4.1	-3.3	3.6	23.3	31.6	17.6	10.9	6.5	-0.7
2019	17.1	12.5	4.5	7.1	10.9	1.6								8.3
Avg	3.4	3.2	3.1	5.3	6.6	3.9	2.4	3.1	10.4	11.0	7.1	5.1	4.7	4.1

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2014	7.9	7.9	7.9	7.9	0.0	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.0	6.4
2015	7.5	7.5	7.5	7.5	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	6.2
2016	0.0	0.0	6.7	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	10.0	7.5
2017	12.6	12.6	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	4.7
2018	0.0	0.0	0.0	0.0	0.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	3.5	1.0
2019	6.0	6.0	6.0	6.0	6.0	0.0								5.0
Avg	5.7	5.7	5.6	5.7	4.4	4.4	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.1

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2014	-0.2	1.5	2.4	19.8	11.8	17.2	9.6	10.7	11.6	20.3	8.6	13.3	10.7	9.1
2015	10.7	16.1	17.6	11.1	11.8	0.9	8.0	0.7	6.2	0.6	6.9	13.0	8.2	11.0
2016	14.0	7.9	5.8	7.6	7.1	9.9	11.8	12.7	14.4	30.3	28.1	11.0	13.3	8.5
2017	6.1	8.1	6.8	4.9	7.6	8.2	-2.6	-0.0	6.0	-15.4	-12.2	-8.5	0.2	6.9
2018	-3.9	-2.5	3.4	1.5	1.3	1.5	2.6	10.9	20.5	29.3	18.9	14.4	8.0	0.4
2019	18.9	13.6	6.4	9.9	11.8	0.3								9.6
Avg	7.6	7.4	7.0	9.1	8.6	6.3	5.9	7.0	11.7	13.0	10.1	8.6	8.1	7.6

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jun YTD
2014	3.2	3.4	2.0	21.7	13.7	24.1	11.9	14.3	12.3	21.4	10.6	12.1	12.8	11.8
2015	11.6	16.5	22.3	13.9	15.3	-0.8	11.5	3.7	12.2	4.8	6.7	18.5	10.9	12.6
2016	15.4	9.2	6.5	10.0	5.7	9.0	10.9	8.9	12.9	39.5	37.3	14.5	14.7	9.0
2017	6.0	9.0	7.9	5.8	13.5	14.3	1.5	5.0	11.9	-18.4	-13.7	-9.6	2.0	9.5
2018	-5.5	-3.7	4.0	2.6	0.2	1.7	2.5	9.9	30.8	39.5	24.7	17.6	10.3	0.3
2019	24.1	19.3	10.8	13.5	17.6	1.6								13.7
Avg	9.2	9.0	8.9	11.3	11.0	8.3	7.7	8.4	16.0	17.4	13.1	10.6	10.1	9.5

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

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year	Jun YTD
Occ	-7.5	-5.9	-5.1	11.1	11.8	9.0	1.9	2.9	3.8	11.9	1.0	5.3	3.5	2.5
ADR	3.4	1.8	-0.4	1.6	1.6	5.9	2.0	3.3	0.6	0.9	1.8	-1.1	1.9	2.5
RevPAR	-4.3	-4.2	-5.5	12.8	13.7	15.4	4.0	6.3	4.4	12.9	2.8	4.2	5.4	5.0
Supply	7.9	7.9	7.9	7.9	0.0	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.0	6.4
Demand	-0.2	1.5	2.4	19.8	11.8	17.2	9.6	10.7	11.6	20.3	8.6	13.3	10.7	9.1
Revenue	3.2	3.4	2.0	21.7	13.7	24.1	11.9	14.3	12.3	21.4	10.6	12.1	12.8	11.8

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Total Year	Jun YTD
Occ	2.9	8.0	9.3	3.3	3.9	0.9	8.0	0.7	6.2	0.6	6.9	13.0	5.1	4.5
ADR	0.8	0.4	4.0	2.5	3.1	-1.7	3.2	3.1	5.6	4.2	-0.2	4.9	2.4	1.5
RevPAR	3.8	8.3	13.7	5.9	7.2	-0.8	11.5	3.7	12.2	4.8	6.7	18.5	7.7	6.0
Supply	7.5	7.5	7.5	7.5	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	6.2
Demand	10.7	16.1	17.6	11.1	11.8	0.9	8.0	0.7	6.2	0.6	6.9	13.0	8.2	11.0
Revenue	11.6	16.5	22.3	13.9	15.3	-0.8	11.5	3.7	12.2	4.8	6.7	18.5	10.9	12.6

	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Total Year	Jun YTD
Occ	14.0	7.9	-0.9	-4.4	-4.9	-2.4	-0.7	0.1	1.6	15.7	13.8	-1.4	2.9	1.0
ADR	1.3	1.3	0.7	2.2	-1.3	-0.8	-0.8	-3.3	-1.3	7.1	7.1	3.1	1.3	0.5
RevPAR	15.4	9.2	-0.2	-2.2	-6.1	-3.2	-1.5	-3.2	0.3	23.9	21.9	1.7	4.2	1.5
Supply	0.0	0.0	6.7	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	10.0	7.5
Demand	14.0	7.9	5.8	7.6	7.1	9.9	11.8	12.7	14.4	30.3	28.1	11.0	13.3	8.5
Revenue	15.4	9.2	6.5	10.0	5.7	9.0	10.9	8.9	12.9	39.5	37.3	14.5	14.7	9.0

	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Total Year	Jun YTD
Occ	-5.8	-3.9	1.2	4.9	7.6	8.2	-2.6	-0.0	6.0	-15.4	-12.2	-8.5	-2.0	2.1
ADR	-0.0	0.8	1.0	0.9	5.4	5.6	4.2	5.0	5.6	-3.5	-1.7	-1.2	1.8	2.4
RevPAR	-5.8	-3.2	2.3	5.8	13.5	14.3	1.5	5.0	11.9	-18.4	-13.7	-9.6	-0.3	4.5
Supply	12.6	12.6	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	4.7
Demand	6.1	8.1	6.8	4.9	7.6	8.2	-2.6	-0.0	6.0	-15.4	-12.2	-8.5	0.2	6.9
Revenue	6.0	9.0	7.9	5.8	13.5	14.3	1.5	5.0	11.9	-18.4	-13.7	-9.6	2.0	9.5

	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Total Year	Jun YTD
Occ	-3.9	-2.5	3.4	1.5	1.3	-4.3	-3.2	4.6	13.6	21.9	12.2	7.9	4.4	-0.6
ADR	-1.6	-1.2	0.6	1.1	-1.0	0.2	-0.1	-1.0	8.5	7.9	4.9	2.8	2.1	-0.2
RevPAR	-5.5	-3.7	4.0	2.6	0.2	-4.1	-3.3	3.6	23.3	31.6	17.6	10.9	6.5	-0.7
Supply	0.0	0.0	0.0	0.0	0.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	3.5	1.0
Demand	-3.9	-2.5	3.4	1.5	1.3	1.5	2.6	10.9	20.5	29.3	18.9	14.4	8.0	0.4
Revenue	-5.5	-3.7	4.0	2.6	0.2	1.7	2.5	9.9	30.8	39.5	24.7	17.6	10.3	0.3

	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Total Year	Jun YTD
Occ	12.2	7.1	0.4	3.6	5.4	0.3								4.4
ADR	4.4	5.0	4.1	3.3	5.2	1.3								3.7
RevPAR	17.1	12.5	4.5	7.1	10.9	1.6								8.3
Supply	6.0	6.0	6.0	6.0	6.0	0.0								5.0
Demand	18.9	13.6	6.4	9.9	11.8	0.3								9.6
Revenue	24.1	19.3	10.8	13.5	17.6	1.6								13.7

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Tab 5 - Twelve Month Moving Average

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	65.5	65.2	64.9	65.6	66.2	66.8	66.9	67.1	67.3	67.9	68.0	68.2
2015	68.2	68.6	69.2	69.4	69.7	69.7	70.2	70.2	70.6	70.6	71.0	71.7
2016	72.3	72.7	72.7	72.5	72.1	72.0	72.0	72.1	72.1	73.1	73.9	73.7
2017	73.3	73.1	73.2	73.5	74.0	74.5	74.3	74.3	74.6	73.5	72.7	72.3
2018	72.0	71.9	72.1	72.2	72.3	72.1	71.9	72.2	73.0	74.4	75.0	75.4
2019	76.0	76.3	76.3	76.6	76.9	77.0						

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	93.56	93.68	93.65	93.81	93.96	94.51	94.70	95.00	95.02	95.07	95.19	95.09
2015	95.13	95.14	95.47	95.70	95.98	95.83	96.13	96.40	96.79	97.12	97.10	97.40
2016	97.46	97.54	97.59	97.81	97.70	97.63	97.57	97.28	97.19	97.89	98.45	98.66
2017	98.65	98.69	98.77	98.86	99.31	99.79	100.15	100.56	100.98	100.63	100.48	100.41
2018	100.32	100.24	100.29	100.40	100.31	100.33	100.32	100.24	101.11	101.91	102.32	102.48
2019	102.68	102.97	103.31	103.61	104.07	104.18						

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	61.25	61.05	60.77	61.49	62.19	63.09	63.36	63.77	63.94	64.58	64.70	64.83
2015	64.92	65.27	66.02	66.43	66.86	66.81	67.49	67.72	68.31	68.58	68.92	69.79
2016	70.50	70.95	70.95	70.87	70.48	70.30	70.27	70.10	70.08	71.55	72.73	72.76
2017	72.35	72.15	72.30	72.66	73.45	74.30	74.40	74.70	75.35	74.00	73.10	72.55
2018	72.28	72.09	72.34	72.52	72.53	72.29	72.09	72.35	73.84	75.78	76.78	77.28
2019	77.99	78.56	78.86	79.36	80.08	80.19						

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	437,379	439,871	442,630	445,300	445,300	448,060	450,912	453,764	456,524	459,376	462,136	464,988
2015	467,840	470,416	473,268	476,028	478,880	478,880	478,880	478,880	478,880	478,880	478,880	478,880
2016	478,880	478,880	481,608	486,558	491,673	496,623	501,738	506,853	511,803	516,918	521,868	526,983
2017	532,098	536,718	539,105	539,105	539,105	539,105	539,105	539,105	539,105	539,105	539,105	539,105
2018	539,105	539,105	539,105	539,105	539,105	541,775	544,534	547,293	549,963	552,722	555,392	558,151
2019	560,910	563,402	566,161	568,831	571,590	571,590						

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	286,320	286,644	287,246	291,910	294,750	299,104	301,688	304,588	307,201	312,073	314,100	317,008
2015	319,266	322,695	327,286	330,427	333,587	333,843	336,196	336,399	337,966	338,146	339,918	343,139
2016	346,415	348,359	350,139	352,530	354,654	357,618	361,377	365,227	369,068	377,854	385,525	388,615
2017	390,240	392,410	394,610	396,250	398,706	401,400	400,476	400,464	402,284	396,452	392,188	389,540
2018	388,423	387,692	388,859	389,385	389,824	390,364	391,278	395,003	401,629	410,981	416,795	420,892
2019	426,042	429,857	432,156	435,701	439,816	439,923						

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2014	26,787,505	26,853,197	26,900,204	27,382,712	27,693,282	28,269,485	28,570,292	28,936,384	29,190,676	29,667,562	29,899,870	30,143,422
2015	30,371,870	30,702,803	31,244,939	31,621,889	32,017,323	31,992,727	32,317,873	32,427,610	32,711,666	32,841,980	33,005,452	33,422,992
2016	33,761,973	33,977,273	34,171,088	34,480,696	34,650,837	34,914,878	35,259,518	35,531,035	35,867,883	36,987,922	37,954,887	38,342,542
2017	38,495,659	38,725,359	38,975,069	39,172,016	39,597,096	40,054,657	40,107,752	40,272,321	40,621,667	39,894,219	39,406,822	39,113,595
2018	38,966,125	38,863,701	39,000,178	39,093,420	39,101,849	39,163,447	39,253,730	39,595,949	40,608,772	41,884,462	42,644,937	43,131,597
2019	43,744,422	44,261,356	44,645,587	45,144,104	45,773,696	45,833,026						

High value is boxed.

Low value is boxed and italicized.

Tab 6 - Twelve Month Moving Average with Percent Change

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Jan 14	65.5		93.56		61.25		437,379		286,320		26,787,505	
Feb 14	65.2		93.68		61.05		439,871		286,644		26,853,197	
Mar 14	64.9		93.65		60.77		442,630		287,246		26,900,204	
Apr 14	65.6		93.81		61.49		445,300		291,910		27,382,712	
May 14	66.2		93.96		62.19		445,300		294,750		27,693,282	
Jun 14	66.8		94.51		63.09		448,060		299,104		28,269,485	
Jul 14	66.9		94.70		63.36		450,912		301,688		28,570,292	
Aug 14	67.1		95.00		63.77		453,764		304,588		28,936,384	
Sep 14	67.3		95.02		63.94		456,524		307,201		29,190,676	
Oct 14	67.9		95.07		64.58		459,376		312,073		29,667,562	
Nov 14	68.0		95.19		64.70		462,136		314,100		29,899,870	
Dec 14	68.2	3.5	95.09	1.9	64.83	5.4	464,988	7.0	317,008	10.7	30,143,422	12.8
Jan 15	68.2	4.2	95.13	1.7	64.92	6.0	467,840	7.0	319,266	11.5	30,371,870	13.4
Feb 15	68.6	5.3	95.14	1.6	65.27	6.9	470,416	6.9	322,695	12.6	30,702,803	14.3
Mar 15	69.2	6.6	95.47	1.9	66.02	8.6	473,268	6.9	327,286	13.9	31,244,939	16.2
Apr 15	69.4	5.9	95.70	2.0	66.43	8.0	476,028	6.9	330,427	13.2	31,621,889	15.5
May 15	69.7	5.2	95.98	2.2	66.86	7.5	478,880	7.5	333,587	13.2	32,017,323	15.6
Jun 15	69.7	4.4	95.83	1.4	66.81	5.9	478,880	6.9	333,843	11.6	31,992,727	13.2
Jul 15	70.2	4.9	96.13	1.5	67.49	6.5	478,880	6.2	336,196	11.4	32,317,873	13.1
Aug 15	70.2	4.7	96.40	1.5	67.72	6.2	478,880	5.5	336,399	10.4	32,427,610	12.1
Sep 15	70.6	4.9	96.79	1.9	68.31	6.8	478,880	4.9	337,966	10.0	32,711,666	12.1
Oct 15	70.6	3.9	97.12	2.2	68.58	6.2	478,880	4.2	338,146	8.4	32,841,980	10.7
Nov 15	71.0	4.4	97.10	2.0	68.92	6.5	478,880	3.6	339,918	8.2	33,005,452	10.4
Dec 15	71.7	5.1	97.40	2.4	69.79	7.7	478,880	3.0	343,139	8.2	33,422,992	10.9
Jan 16	72.3	6.0	97.46	2.5	70.50	8.6	478,880	2.4	346,415	8.5	33,761,973	11.2
Feb 16	72.7	6.0	97.54	2.5	70.95	8.7	478,880	1.8	348,359	8.0	33,977,273	10.7
Mar 16	72.7	5.1	97.59	2.2	70.95	7.5	481,608	1.8	350,139	7.0	34,171,088	9.4
Apr 16	72.5	4.4	97.81	2.2	70.87	6.7	486,558	2.2	352,530	6.7	34,480,696	9.0
May 16	72.1	3.5	97.70	1.8	70.48	5.4	491,673	2.7	354,654	6.3	34,650,837	8.2
Jun 16	72.0	3.3	97.63	1.9	70.30	5.2	496,623	3.7	357,618	7.1	34,914,878	9.1
Jul 16	72.0	2.6	97.57	1.5	70.27	4.1	501,738	4.8	361,377	7.5	35,259,518	9.1
Aug 16	72.1	2.6	97.28	0.9	70.10	3.5	506,853	5.8	365,227	8.6	35,531,035	9.6
Sep 16	72.1	2.2	97.19	0.4	70.08	2.6	511,803	6.9	369,068	9.2	35,867,883	9.6
Oct 16	73.1	3.5	97.89	0.8	71.55	4.3	516,918	7.9	377,854	11.7	36,987,922	12.6
Nov 16	73.9	4.1	98.45	1.4	72.73	5.5	521,868	9.0	385,525	13.4	37,954,887	15.0
Dec 16	73.7	2.9	98.66	1.3	72.76	4.2	526,983	10.0	388,615	13.3	38,342,542	14.7
Jan 17	73.3	1.4	98.65	1.2	72.35	2.6	532,098	11.1	390,240	12.7	38,495,659	14.0
Feb 17	73.1	0.5	98.69	1.2	72.15	1.7	536,718	12.1	392,410	12.6	38,725,359	14.0
Mar 17	73.2	0.7	98.77	1.2	72.30	1.9	539,105	11.9	394,610	12.7	38,975,069	14.1
Apr 17	73.5	1.4	98.86	1.1	72.66	2.5	539,105	10.8	396,250	12.4	39,172,016	13.6
May 17	74.0	2.5	99.31	1.6	73.45	4.2	539,105	9.6	398,706	12.4	39,597,096	14.3
Jun 17	74.5	3.4	99.79	2.2	74.30	5.7	539,105	8.6	401,400	12.2	40,054,657	14.7
Jul 17	74.3	3.1	100.15	2.6	74.40	5.9	539,105	7.4	400,476	10.8	40,107,752	13.8
Aug 17	74.3	3.1	100.56	3.4	74.70	6.6	539,105	6.4	400,464	9.6	40,272,321	13.3

Tab 6 - Twelve Month Moving Average with Percent Change

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Sep 17	74.6	3.5	100.98	3.9	75.35	7.5	539,105	5.3	402,284	9.0	40,621,667	13.3
Oct 17	73.5	0.6	100.63	2.8	74.00	3.4	539,105	4.3	396,452	4.9	39,894,219	7.9
Nov 17	72.7	-1.5	100.48	2.1	73.10	0.5	539,105	3.3	392,188	1.7	39,406,822	3.8
Dec 17	72.3	-2.0	100.41	1.8	72.55	-0.3	539,105	2.3	389,540	0.2	39,113,595	2.0
Jan 18	72.0	-1.8	100.32	1.7	72.28	-0.1	539,105	1.3	388,423	-0.5	38,966,125	1.2
Feb 18	71.9	-1.6	100.24	1.6	72.09	-0.1	539,105	0.4	387,692	-1.2	38,863,701	0.4
Mar 18	72.1	-1.5	100.29	1.5	72.34	0.1	539,105	0.0	388,859	-1.5	39,000,178	0.1
Apr 18	72.2	-1.7	100.40	1.6	72.52	-0.2	539,105	0.0	389,385	-1.7	39,093,420	-0.2
May 18	72.3	-2.2	100.31	1.0	72.53	-1.3	539,105	0.0	389,824	-2.2	39,101,849	-1.3
Jun 18	72.1	-3.2	100.33	0.5	72.29	-2.7	541,775	0.5	390,364	-2.7	39,163,447	-2.2
Jul 18	71.9	-3.3	100.32	0.2	72.09	-3.1	544,534	1.0	391,278	-2.3	39,253,730	-2.1
Aug 18	72.2	-2.8	100.24	-0.3	72.35	-3.2	547,293	1.5	395,003	-1.4	39,595,949	-1.7
Sep 18	73.0	-2.1	101.11	0.1	73.84	-2.0	549,963	2.0	401,629	-0.2	40,608,772	-0.0
Oct 18	74.4	1.1	101.91	1.3	75.78	2.4	552,722	2.5	410,981	3.7	41,884,462	5.0
Nov 18	75.0	3.2	102.32	1.8	76.78	5.0	555,392	3.0	416,795	6.3	42,644,937	8.2
Dec 18	75.4	4.4	102.48	2.1	77.28	6.5	558,151	3.5	420,892	8.0	43,131,597	10.3
Jan 19	76.0	5.4	102.68	2.4	77.99	7.9	560,910	4.0	426,042	9.7	43,744,422	12.3
Feb 19	76.3	6.1	102.97	2.7	78.56	9.0	563,402	4.5	429,857	10.9	44,261,356	13.9
Mar 19	76.3	5.8	103.31	3.0	78.86	9.0	566,161	5.0	432,156	11.1	44,645,587	14.5
Apr 19	76.6	6.0	103.61	3.2	79.36	9.4	568,831	5.5	435,701	11.9	45,144,104	15.5
May 19	76.9	6.4	104.07	3.8	80.08	10.4	571,590	6.0	439,816	12.8	45,773,696	17.1
Jun 19	77.0	6.8	104.18	3.8	80.19	10.9	571,590	5.5	439,923	12.7	45,833,026	17.0

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Tab 7 - Day of Week Analysis

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

Occupancy (%)								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jul - 18	52.1	72.4	76.2	72.9	71.9	87.4	84.3	73.2
Aug - 18	54.8	77.0	83.3	83.1	72.8	86.1	86.9	78.0
Sep - 18	70.1	75.7	83.4	85.2	86.3	89.7	91.5	83.0
Oct - 18	62.7	86.1	91.3	88.6	83.2	88.4	92.8	85.1
Nov - 18	52.7	73.5	79.3	81.8	79.8	86.3	87.8	77.7
Dec - 18	48.4	57.1	70.2	79.4	74.8	72.9	72.4	67.1
Jan - 19	46.9	71.2	76.3	79.0	66.3	59.8	61.1	66.6
Feb - 19	49.9	75.9	85.6	83.7	74.1	70.7	69.7	72.8
Mar - 19	56.5	77.2	86.7	86.0	77.1	83.8	85.3	78.6
Apr - 19	59.4	79.0	87.0	91.8	85.2	93.2	92.6	83.9
May - 19	54.7	67.2	84.4	86.5	80.7	92.9	93.2	80.6
Jun - 19	50.2	73.5	86.0	84.2	76.8	86.6	86.9	77.1
Total Year	54.9	73.8	82.5	83.6	77.2	83.4	83.7	77.0

Three Year Occupancy (%)								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jul 16 - Jun 17	52.8	70.1	80.5	81.3	74.3	80.6	81.5	74.5
Jul 17 - Jun 18	50.2	67.5	76.9	78.4	71.9	78.9	80.4	72.1
Jul 18 - Jun 19	54.9	73.8	82.5	83.6	77.2	83.4	83.7	77.0
Total 3 Yr	52.7	70.5	80.0	81.1	74.5	81.0	81.9	74.5

ADR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jul - 18	94.27	100.48	103.81	101.21	96.97	110.98	107.67	102.66
Aug - 18	94.09	99.82	101.52	99.73	95.55	105.23	106.39	100.78
Sep - 18	107.20	111.70	109.24	110.52	110.51	111.40	112.25	110.47
Oct - 18	101.27	107.43	109.64	108.14	106.59	112.61	115.26	109.04
Nov - 18	96.71	101.66	103.60	106.74	104.13	109.26	108.82	105.10
Dec - 18	93.69	98.61	101.73	102.01	100.34	100.31	102.23	100.10
Jan - 19	91.96	97.84	100.25	98.53	95.59	97.10	98.24	97.48
Feb - 19	94.71	101.57	104.07	102.08	98.41	98.31	98.58	100.08
Mar - 19	97.44	102.44	106.52	105.36	101.05	103.25	105.04	103.27
Apr - 19	98.09	99.80	104.65	105.70	104.04	113.08	114.15	105.99
May - 19	99.48	101.70	106.87	107.07	103.47	113.80	115.42	107.72
Jun - 19	96.28	101.81	106.57	104.27	100.39	108.54	109.15	104.47
Total Year	97.61	102.21	104.99	104.33	101.58	107.64	108.33	104.18

Three Year ADR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jul 16 - Jun 17	94.18	97.95	100.04	99.80	96.89	103.55	103.58	99.79
Jul 17 - Jun 18	94.25	98.70	100.20	100.40	97.42	104.20	104.24	100.33
Jul 18 - Jun 19	97.61	102.21	104.99	104.33	101.58	107.64	108.33	104.18
Total 3 Yr	95.45	99.73	101.86	101.60	98.74	105.20	105.46	101.53

RevPAR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jul - 18	49.08	72.73	79.07	73.74	69.72	96.99	90.72	75.13
Aug - 18	51.53	76.88	84.59	82.84	69.51	90.56	92.47	78.59
Sep - 18	75.10	84.53	91.14	94.17	95.39	99.94	102.76	91.67
Oct - 18	63.46	92.52	100.04	95.77	88.68	99.50	106.98	92.78
Nov - 18	50.98	74.69	82.18	87.29	83.07	94.27	95.50	81.64
Dec - 18	45.35	56.34	71.37	81.03	75.09	73.08	74.04	67.13
Jan - 19	43.17	69.69	76.49	77.86	63.40	58.06	60.06	64.92
Feb - 19	47.31	77.10	89.10	85.45	72.89	69.51	68.67	72.86
Mar - 19	55.06	79.04	92.38	90.63	77.90	86.50	89.65	81.16
Apr - 19	58.23	78.82	91.03	97.01	88.65	105.33	105.71	88.97
May - 19	54.38	68.37	90.15	92.58	83.47	105.70	107.52	86.79
Jun - 19	48.35	74.80	91.66	87.83	77.15	93.99	94.88	80.60
Total Year	53.60	75.43	86.60	87.19	78.45	89.82	90.71	80.19

Three Year RevPAR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jul 16 - Jun 17	49.72	68.69	80.53	81.12	71.97	83.47	84.41	74.30
Jul 17 - Jun 18	47.30	66.64	77.03	78.73	70.00	82.25	83.82	72.29
Jul 18 - Jun 19	53.60	75.43	86.60	87.19	78.45	89.82	90.71	80.19
Total 3 Yr	50.29	70.35	81.48	82.43	73.56	85.26	86.38	75.68

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Tab 8 - Raw Data

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

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 13	60.4		89.93		54.34		35,061		21,186		1,905,252		13	1,131	100.0
Feb 13	66.2		92.44		61.22		31,668		20,971		1,938,652		13	1,131	100.0
Mar 13	72.8		93.55		68.06		35,061		25,510		2,386,405		13	1,131	100.0
Apr 13	69.3		94.43		65.48		33,930		23,528		2,221,828		13	1,131	100.0
May 13	63.4		94.83		60.13		37,820		23,981		2,274,039		14	1,220	100.0
Jun 13	69.2		94.45		65.36		36,600		25,328		2,392,255		14	1,220	100.0
Jul 13	71.0		94.38		66.98		37,820		26,841		2,533,248		14	1,220	100.0
Aug 13	71.9		94.19		67.72		37,820		27,192		2,561,296		14	1,220	100.0
Sep 13	61.5		91.89		56.53		36,600		22,517		2,069,115		14	1,220	100.0
Oct 13	63.3		93.05		58.93		37,820		23,950		2,228,563		14	1,220	100.0
Nov 13	64.1		93.71		60.10		36,600		23,475		2,199,741		14	1,220	100.0
Dec 13	57.9		92.13		53.32		37,820		21,888		2,016,549		14	1,220	100.0
Jan 14	55.9	-7.5	92.99	3.4	51.98	-4.3	37,820	7.9	21,139	-0.2	1,965,814	3.2	14	1,220	100.0
Feb 14	62.3	-5.9	94.12	1.8	58.68	-4.2	34,160	7.9	21,295	1.5	2,004,344	3.4	14	1,220	100.0
Mar 14	69.0	-5.1	93.19	-0.4	64.34	-5.5	37,820	7.9	26,112	2.4	2,433,412	2.0	14	1,220	100.0
Apr 14	77.0	11.1	95.93	1.6	73.89	12.8	36,600	7.9	28,192	19.8	2,704,336	21.7	14	1,220	100.0
May 14	70.9	11.8	96.37	1.6	68.34	13.7	37,820	0.0	26,821	11.8	2,584,609	13.7	14	1,220	100.0
Jun 14	75.4	9.0	100.01	5.9	75.42	15.4	39,360	7.5	29,682	17.2	2,968,458	24.1	15	1,312	93.0
Jul 14	72.3	1.9	96.31	2.0	69.68	4.0	40,672	7.5	29,425	9.6	2,834,055	11.9	15	1,312	100.0
Aug 14	74.0	2.9	97.28	3.3	71.98	6.3	40,672	7.5	30,092	10.7	2,927,388	14.3	15	1,312	100.0
Sep 14	63.8	3.8	92.46	0.6	59.03	4.4	39,360	7.5	25,130	11.6	2,323,407	12.3	15	1,312	100.0
Oct 14	70.9	11.9	93.87	0.9	66.52	12.9	40,672	7.5	28,822	20.3	2,705,449	21.4	15	1,312	100.0
Nov 14	64.8	1.0	95.37	1.8	61.79	2.8	39,360	7.5	25,502	8.6	2,432,049	10.6	15	1,312	100.0
Dec 14	61.0	5.3	91.15	-1.1	55.57	4.2	40,672	7.5	24,796	13.3	2,260,101	12.1	15	1,312	100.0
Jan 15	57.5	2.9	93.78	0.8	53.95	3.8	40,672	7.5	23,397	10.7	2,194,262	11.6	15	1,312	100.0
Feb 15	67.3	8.0	94.45	0.4	63.57	8.3	36,736	7.5	24,724	16.1	2,335,277	16.5	15	1,312	100.0
Mar 15	75.5	9.3	96.91	4.0	73.16	13.7	40,672	7.5	30,703	17.6	2,975,548	22.3	15	1,312	100.0
Apr 15	79.6	3.3	98.34	2.5	78.28	5.9	39,360	7.5	31,333	11.1	3,081,286	13.9	15	1,312	100.0
May 15	73.7	3.9	99.40	3.1	73.27	7.2	40,672	7.5	29,981	11.8	2,980,043	15.3	15	1,312	100.0
Jun 15	76.1	0.9	98.33	-1.7	74.79	-0.8	39,360	0.0	29,938	0.9	2,943,862	-0.8	15	1,312	100.0
Jul 15	78.1	8.0	99.41	3.2	77.68	11.5	40,672	0.0	31,778	8.0	3,159,201	11.5	15	1,312	100.0
Aug 15	74.5	0.7	100.25	3.1	74.67	3.7	40,672	0.0	30,295	0.7	3,037,125	3.7	15	1,312	100.0
Sep 15	67.8	6.2	97.67	5.6	66.25	12.2	39,360	0.0	26,697	6.2	2,607,463	12.2	15	1,312	100.0
Oct 15	71.3	0.6	97.78	4.2	69.72	4.8	40,672	0.0	29,002	0.6	2,835,763	4.8	15	1,312	100.0
Nov 15	69.3	6.9	95.16	-0.2	65.94	6.7	39,360	0.0	27,274	6.9	2,595,521	6.7	15	1,312	100.0
Dec 15	68.9	13.0	95.57	4.9	65.83	18.5	40,672	0.0	28,017	13.0	2,677,641	18.5	15	1,312	100.0
Jan 16	65.6	14.0	94.97	1.3	62.28	15.4	40,672	0.0	26,673	14.0	2,533,243	15.4	15	1,312	100.0
Feb 16	72.6	7.9	95.64	1.3	69.43	9.2	36,736	0.0	26,668	7.9	2,550,577	9.2	15	1,312	100.0
Mar 16	74.8	-0.9	97.57	0.7	73.03	-0.2	43,400	6.7	32,483	5.8	3,169,363	6.5	16	1,400	100.0
Apr 16	76.1	-4.4	100.55	2.2	76.53	-2.2	44,310	12.6	33,724	7.6	3,390,894	10.0	17	1,477	100.0
May 16	70.1	-4.9	98.12	-1.3	68.80	-6.1	45,787	12.6	32,105	7.1	3,150,184	5.7	17	1,477	100.0
Jun 16	74.3	-2.4	97.50	-0.8	72.40	-3.2	44,310	12.6	32,902	9.9	3,207,903	9.0	17	1,477	100.0
Jul 16	77.6	-0.7	98.60	-0.8	76.52	-1.5	45,787	12.6	35,537	11.8	3,503,841	10.9	17	1,477	100.0
Aug 16	74.6	0.1	96.90	-3.3	72.26	-3.2	45,787	12.6	34,145	12.7	3,308,642	8.9	17	1,477	100.0
Sep 16	68.9	1.6	96.41	-1.3	66.45	0.3	44,310	12.6	30,538	14.4	2,944,311	12.9	17	1,477	100.0
Oct 16	82.5	15.7	104.68	7.1	86.40	23.9	45,787	12.6	37,788	30.3	3,955,802	39.5	17	1,477	100.0
Nov 16	78.9	13.8	101.95	7.1	80.40	21.9	44,310	12.6	34,945	28.1	3,562,486	37.3	17	1,477	100.0
Dec 16	67.9	-1.4	98.54	3.1	66.95	1.7	45,787	12.6	31,107	11.0	3,065,296	14.5	17	1,477	100.0

Tab 8 - Raw Data

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

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 17	61.8	-5.8	94.93	-0.0	58.67	-5.8	45,787	12.6	28,298	6.1	2,686,360	6.0	17	1,477	100.0
Feb 17	69.7	-3.9	96.41	0.8	67.23	-3.2	41,356	12.6	28,838	8.1	2,780,277	9.0	17	1,477	100.0
Mar 17	75.7	1.2	98.58	1.0	74.67	2.3	45,787	5.5	34,683	6.8	3,419,073	7.9	17	1,477	100.0
Apr 17	79.8	4.9	101.45	0.9	80.97	5.8	44,310	0.0	35,364	4.9	3,587,841	5.8	17	1,477	100.0
May 17	75.5	7.6	103.45	5.4	78.08	13.5	45,787	0.0	34,561	7.6	3,575,264	13.5	17	1,477	100.0
Jun 17	80.3	8.2	102.97	5.6	82.72	14.3	44,310	0.0	35,596	8.2	3,665,464	14.3	17	1,477	100.0
Jul 17	75.6	-2.6	102.76	4.2	77.68	1.5	45,787	0.0	34,613	-2.6	3,556,936	1.5	17	1,477	100.0
Aug 17	74.5	-0.0	101.76	5.0	75.86	5.0	45,787	0.0	34,133	-0.0	3,473,211	5.0	17	1,477	100.0
Sep 17	73.0	6.0	101.79	5.6	74.33	11.9	44,310	0.0	32,358	6.0	3,293,657	11.9	17	1,477	100.0
Oct 17	69.8	-15.4	101.02	-3.5	70.51	-18.4	45,787	0.0	31,956	-15.4	3,228,354	-18.4	17	1,477	100.0
Nov 17	69.2	-12.2	100.23	-1.7	69.40	-13.7	44,310	0.0	30,681	-12.2	3,075,089	-13.7	17	1,477	100.0
Dec 17	62.2	-8.5	97.41	-1.2	60.54	-9.6	45,787	0.0	28,459	-8.5	2,772,069	-9.6	17	1,477	100.0
Jan 18	59.4	-3.9	93.41	-1.6	55.45	-5.5	45,787	0.0	27,181	-3.9	2,538,890	-5.5	17	1,477	100.0
Feb 18	68.0	-2.5	95.27	-1.2	64.75	-3.7	41,356	0.0	28,107	-2.5	2,677,853	-3.7	17	1,477	100.0
Mar 18	78.3	3.4	99.18	0.6	77.65	4.0	45,787	0.0	35,850	3.4	3,555,550	4.0	17	1,477	100.0
Apr 18	81.0	1.5	102.57	1.1	83.08	2.6	44,310	0.0	35,890	1.5	3,681,083	2.6	17	1,477	100.0
May 18	76.4	1.3	102.39	-1.0	78.27	0.2	45,787	0.0	35,000	1.3	3,583,693	0.2	17	1,477	100.0
Jun 18	76.9	-4.3	103.14	0.2	79.33	-4.1	46,980	6.0	36,136	1.5	3,727,062	1.7	18	1,566	100.0
Jul 18	73.2	-3.2	102.66	-0.1	75.13	-3.3	48,546	6.0	35,527	2.6	3,647,219	2.5	18	1,566	100.0
Aug 18	78.0	4.6	100.78	-1.0	78.59	3.6	48,546	6.0	37,858	10.9	3,815,430	9.9	18	1,566	100.0
Sep 18	83.0	13.6	110.47	8.5	91.67	23.3	46,980	6.0	38,984	20.5	4,306,480	30.8	18	1,566	100.0
Oct 18	85.1	21.9	109.04	7.9	92.78	31.6	48,546	6.0	41,308	29.3	4,504,044	39.5	18	1,566	100.0
Nov 18	77.7	12.2	105.10	4.9	81.64	17.6	46,980	6.0	36,495	18.9	3,835,564	24.7	18	1,566	100.0
Dec 18	67.1	7.9	100.10	2.8	67.13	10.9	48,546	6.0	32,556	14.4	3,258,729	17.6	18	1,566	100.0
Jan 19	66.6	12.2	97.48	4.4	64.92	17.1	48,546	6.0	32,331	18.9	3,151,715	24.1	18	1,566	100.0
Feb 19	72.8	7.1	100.08	5.0	72.86	12.5	43,848	6.0	31,922	13.6	3,194,787	19.3	18	1,566	100.0
Mar 19	78.6	0.4	103.27	4.1	81.16	4.5	48,546	6.0	38,149	6.4	3,939,781	10.8	18	1,566	100.0
Apr 19	83.9	3.6	105.99	3.3	88.97	7.1	46,980	6.0	39,435	9.9	4,179,600	13.5	18	1,566	100.0
May 19	80.6	5.4	107.72	5.2	86.79	10.9	48,546	6.0	39,115	11.8	4,213,285	17.6	18	1,566	100.0
Jun 19	77.1	0.3	104.47	1.3	80.60	1.6	46,980	0.0	36,243	0.3	3,786,392	1.6	18	1,566	100.0

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Tab 9 - Classic

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

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 13	60.4		89.93		54.34		35,061		21,186		1,905,252		13	1,131	100.0
Feb 13	66.2		92.44		61.22		31,668		20,971		1,938,652		13	1,131	100.0
Mar 13	72.8		93.55		68.06		35,061		25,510		2,386,405		13	1,131	100.0
Apr 13	69.3		94.43		65.48		33,930		23,528		2,221,828		13	1,131	100.0
May 13	63.4		94.83		60.13		37,820		23,981		2,274,039		14	1,220	100.0
Jun 13	69.2		94.45		65.36		36,600		25,328		2,392,255		14	1,220	100.0
Jul 13	71.0		94.38		66.98		37,820		26,841		2,533,248		14	1,220	100.0
Aug 13	71.9		94.19		67.72		37,820		27,192		2,561,296		14	1,220	100.0
Sep 13	61.5		91.89		56.53		36,600		22,517		2,069,115		14	1,220	100.0
Oct 13	63.3		93.05		58.93		37,820		23,950		2,228,563		14	1,220	100.0
Nov 13	64.1		93.71		60.10		36,600		23,475		2,199,741		14	1,220	100.0
Dec 13	57.9		92.13		53.32		37,820		21,888		2,016,549		14	1,220	100.0
Jun YTD 2013	66.9		93.37		62.43		210,140		140,504		13,118,431				
Total 2013	65.9		93.33		61.49		434,620		286,367		26,726,943				
Jan 14	55.9	-7.5	92.99	3.4	51.98	-4.3	37,820	7.9	21,139	-0.2	1,965,814	3.2	14	1,220	100.0
Feb 14	62.3	-5.9	94.12	1.8	58.68	-4.2	34,160	7.9	21,295	1.5	2,004,344	3.4	14	1,220	100.0
Mar 14	69.0	-5.1	93.19	-0.4	64.34	-5.5	37,820	7.9	26,112	2.4	2,433,412	2.0	14	1,220	100.0
Apr 14	77.0	11.1	95.93	1.6	73.89	12.8	36,600	7.9	28,192	19.8	2,704,336	21.7	14	1,220	100.0
May 14	70.9	11.8	96.37	1.6	68.34	13.7	37,820	0.0	26,821	11.8	2,584,609	13.7	14	1,220	100.0
Jun 14	75.4	9.0	100.01	5.9	75.42	15.4	39,360	7.5	29,682	17.2	2,968,458	24.1	15	1,312	93.0
Jul 14	72.3	1.9	96.31	2.0	69.68	4.0	40,672	7.5	29,425	9.6	2,834,055	11.9	15	1,312	100.0
Aug 14	74.0	2.9	97.28	3.3	71.98	6.3	40,672	7.5	30,092	10.7	2,927,388	14.3	15	1,312	100.0
Sep 14	63.8	3.8	92.46	0.6	59.03	4.4	39,360	7.5	25,130	11.6	2,323,407	12.3	15	1,312	100.0
Oct 14	70.9	11.9	93.87	0.9	66.52	12.9	40,672	7.5	28,822	20.3	2,705,449	21.4	15	1,312	100.0
Nov 14	64.8	1.0	95.37	1.8	61.79	2.8	39,360	7.5	25,502	8.6	2,432,049	10.6	15	1,312	100.0
Dec 14	61.0	5.3	91.15	-1.1	55.57	4.2	40,672	7.5	24,796	13.3	2,260,101	12.1	15	1,312	100.0
Jun YTD 2014	68.5	2.5	95.67	2.5	65.57	5.0	223,580	6.4	153,241	9.1	14,660,973	11.8			
Total 2014	68.2	3.5	95.09	1.9	64.83	5.4	464,988	7.0	317,008	10.7	30,143,422	12.8			
Jan 15	57.5	2.9	93.78	0.8	53.95	3.8	40,672	7.5	23,397	10.7	2,194,262	11.6	15	1,312	100.0
Feb 15	67.3	8.0	94.45	0.4	63.57	8.3	36,736	7.5	24,724	16.1	2,335,277	16.5	15	1,312	100.0
Mar 15	75.5	9.3	96.91	4.0	73.16	13.7	40,672	7.5	30,703	17.6	2,975,548	22.3	15	1,312	100.0
Apr 15	79.6	3.3	98.34	2.5	78.28	5.9	39,360	7.5	31,333	11.1	3,081,286	13.9	15	1,312	100.0
May 15	73.7	3.9	99.40	3.1	73.27	7.2	40,672	7.5	29,981	11.8	2,980,043	15.3	15	1,312	100.0
Jun 15	76.1	0.9	98.33	-1.7	74.79	-0.8	39,360	0.0	29,938	0.9	2,943,862	-0.8	15	1,312	100.0
Jul 15	78.1	8.0	99.41	3.2	77.68	11.5	40,672	0.0	31,778	8.0	3,159,201	11.5	15	1,312	100.0
Aug 15	74.5	0.7	100.25	3.1	74.67	3.7	40,672	0.0	30,295	0.7	3,037,125	3.7	15	1,312	100.0
Sep 15	67.8	6.2	97.67	5.6	66.25	12.2	39,360	0.0	26,697	6.2	2,607,463	12.2	15	1,312	100.0
Oct 15	71.3	0.6	97.78	4.2	69.72	4.8	40,672	0.0	29,002	0.6	2,835,763	4.8	15	1,312	100.0
Nov 15	69.3	6.9	95.16	-0.2	65.94	6.7	39,360	0.0	27,274	6.9	2,595,521	6.7	15	1,312	100.0
Dec 15	68.9	13.0	95.57	4.9	65.83	18.5	40,672	0.0	28,017	13.0	2,677,641	18.5	15	1,312	100.0
Jun YTD 2015	71.6	4.5	97.08	1.5	69.53	6.0	237,472	6.2	170,076	11.0	16,510,278	12.6			
Total 2015	71.7	5.1	97.40	2.4	69.79	7.7	478,880	3.0	343,139	8.2	33,422,992	10.9			
Jan 16	65.6	14.0	94.97	1.3	62.28	15.4	40,672	0.0	26,673	14.0	2,533,243	15.4	15	1,312	100.0
Feb 16	72.6	7.9	95.64	1.3	69.43	9.2	36,736	0.0	26,668	7.9	2,550,577	9.2	15	1,312	100.0
Mar 16	74.8	-0.9	97.57	0.7	73.03	-0.2	43,400	6.7	32,483	5.8	3,169,363	6.5	16	1,400	100.0
Apr 16	76.1	-4.4	100.55	2.2	76.53	-2.2	44,310	12.6	33,724	7.6	3,390,894	10.0	17	1,477	100.0
May 16	70.1	-4.9	98.12	-1.3	68.80	-6.1	45,787	12.6	32,105	7.1	3,150,184	5.7	17	1,477	100.0
Jun 16	74.3	-2.4	97.50	-0.8	72.40	-3.2	44,310	12.6	32,902	9.9	3,207,903	9.0	17	1,477	100.0
Jul 16	77.6	-0.7	98.60	-0.8	76.52	-1.5	45,787	12.6	35,537	11.8	3,503,841	10.9	17	1,477	100.0
Aug 16	74.6	0.1	96.90	-3.3	72.26	-3.2	45,787	12.6	34,145	12.7	3,308,642	8.9	17	1,477	100.0
Sep 16	68.9	1.6	96.41	-1.3	66.45	0.3	44,310	12.6	30,538	14.4	2,944,311	12.9	17	1,477	100.0
Oct 16	82.5	15.7	104.68	7.1	86.40	23.9	45,787	12.6	37,788	30.3	3,955,802	39.5	17	1,477	100.0

Tab 9 - Classic

Wilson, NC Area Selected Properties

Job Number: 1112644_SADIM Staff: KW Created: August 16, 2019

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
Nov 16	78.9	13.8	101.95	7.1	80.40	21.9	44,310	12.6	34,945	28.1	3,562,486	37.3	17	1,477	100.0
Dec 16	67.9	-1.4	98.54	3.1	66.95	1.7	45,787	12.6	31,107	11.0	3,065,296	14.5	17	1,477	100.0
Jun YTD 2016	72.3	1.0	97.54	0.5	70.54	1.5	255,215	7.5	184,555	8.5	18,002,164	9.0			
Total 2016	73.7	2.9	98.66	1.3	72.76	4.2	526,983	10.0	388,615	13.3	38,342,542	14.7			
Jan 17	61.8	-5.8	94.93	-0.0	58.67	-5.8	45,787	12.6	28,298	6.1	2,686,360	6.0	17	1,477	100.0
Feb 17	69.7	-3.9	96.41	0.8	67.23	-3.2	41,356	12.6	28,838	8.1	2,780,277	9.0	17	1,477	100.0
Mar 17	75.7	1.2	98.58	1.0	74.67	2.3	45,787	5.5	34,683	6.8	3,419,073	7.9	17	1,477	100.0
Apr 17	79.8	4.9	101.45	0.9	80.97	5.8	44,310	0.0	35,364	4.9	3,587,841	5.8	17	1,477	100.0
May 17	75.5	7.6	103.45	5.4	78.08	13.5	45,787	0.0	34,561	7.6	3,575,264	13.5	17	1,477	100.0
Jun 17	80.3	8.2	102.97	5.6	82.72	14.3	44,310	0.0	35,596	8.2	3,665,464	14.3	17	1,477	100.0
Jul 17	75.6	-2.6	102.76	4.2	77.68	1.5	45,787	0.0	34,613	-2.6	3,556,936	1.5	17	1,477	100.0
Aug 17	74.5	-0.0	101.76	5.0	75.86	5.0	45,787	0.0	34,133	-0.0	3,473,211	5.0	17	1,477	100.0
Sep 17	73.0	6.0	101.79	5.6	74.33	11.9	44,310	0.0	32,358	6.0	3,293,657	11.9	17	1,477	100.0
Oct 17	69.8	-15.4	101.02	-3.5	70.51	-18.4	45,787	0.0	31,956	-15.4	3,228,354	-18.4	17	1,477	100.0
Nov 17	69.2	-12.2	100.23	-1.7	69.40	-13.7	44,310	0.0	30,681	-12.2	3,075,089	-13.7	17	1,477	100.0
Dec 17	62.2	-8.5	97.41	-1.2	60.54	-9.6	45,787	0.0	28,459	-8.5	2,772,069	-9.6	17	1,477	100.0
Jun YTD 2017	73.8	2.1	99.90	2.4	73.74	4.5	267,337	4.7	197,340	6.9	19,714,279	9.5			
Total 2017	72.3	-2.0	100.41	1.8	72.55	-0.3	539,105	2.3	389,540	0.2	39,113,595	2.0			
Jan 18	59.4	-3.9	93.41	-1.6	55.45	-5.5	45,787	0.0	27,181	-3.9	2,538,890	-5.5	17	1,477	100.0
Feb 18	68.0	-2.5	95.27	-1.2	64.75	-3.7	41,356	0.0	28,107	-2.5	2,677,853	-3.7	17	1,477	100.0
Mar 18	78.3	3.4	99.18	0.6	77.65	4.0	45,787	0.0	35,850	3.4	3,555,550	4.0	17	1,477	100.0
Apr 18	81.0	1.5	102.57	1.1	83.08	2.6	44,310	0.0	35,890	1.5	3,681,083	2.6	17	1,477	100.0
May 18	76.4	1.3	102.39	-1.0	78.27	0.2	45,787	0.0	35,000	1.3	3,583,693	0.2	17	1,477	100.0
Jun 18	76.9	-4.3	103.14	0.2	79.33	-4.1	46,980	6.0	36,136	1.5	3,727,062	1.7	18	1,566	100.0
Jul 18	73.2	-3.2	102.66	-0.1	75.13	-3.3	48,546	6.0	35,527	2.6	3,647,219	2.5	18	1,566	100.0
Aug 18	78.0	4.6	100.78	-1.0	78.59	3.6	48,546	6.0	37,858	10.9	3,815,430	9.9	18	1,566	100.0
Sep 18	83.0	13.6	110.47	8.5	91.67	23.3	46,980	6.0	38,984	20.5	4,306,480	30.8	18	1,566	100.0
Oct 18	85.1	21.9	109.04	7.9	92.78	31.6	48,546	6.0	41,308	29.3	4,504,044	39.5	18	1,566	100.0
Nov 18	77.7	12.2	105.10	4.9	81.64	17.6	46,980	6.0	36,495	18.9	3,835,564	24.7	18	1,566	100.0
Dec 18	67.1	7.9	100.10	2.8	67.13	10.9	48,546	6.0	32,556	14.4	3,258,729	17.6	18	1,566	100.0
Jun YTD 2018	73.4	-0.6	99.74	-0.2	73.20	-0.7	270,007	1.0	198,164	0.4	19,764,131	0.3			
Total 2018	75.4	4.4	102.48	2.1	77.28	6.5	558,151	3.5	420,892	8.0	43,131,597	10.3			
Jan 19	66.6	12.2	97.48	4.4	64.92	17.1	48,546	6.0	32,331	18.9	3,151,715	24.1	18	1,566	100.0
Feb 19	72.8	7.1	100.08	5.0	72.86	12.5	43,848	6.0	31,922	13.6	3,194,787	19.3	18	1,566	100.0
Mar 19	78.6	0.4	103.27	4.1	81.16	4.5	48,546	6.0	38,149	6.4	3,939,781	10.8	18	1,566	100.0
Apr 19	83.9	3.6	105.99	3.3	88.97	7.1	46,980	6.0	39,435	9.9	4,179,600	13.5	18	1,566	100.0
May 19	80.6	5.4	107.72	5.2	86.79	10.9	48,546	6.0	39,115	11.8	4,213,285	17.6	18	1,566	100.0
Jun 19	77.1	0.3	104.47	1.3	80.60	1.6	46,980	0.0	36,243	0.3	3,786,392	1.6	18	1,566	100.0
Jun YTD 2019	76.6	4.4	103.43	3.7	79.26	8.3	283,446	5.0	217,195	9.6	22,465,560	13.7			

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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.



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