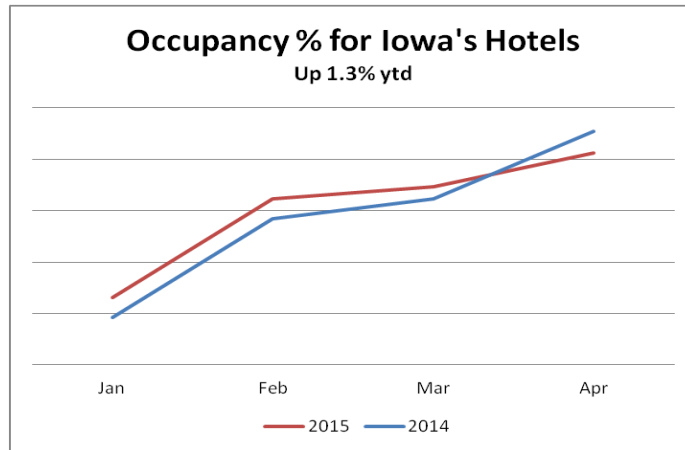


Iowa's Top Ten County Hotel Markets

2015 STR, Inc.



Current Month												
	Occ %		ADR		RevPAR		Percent Change from 2013					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Feb	56.1	54.2	89.96	85.59	50.49	46.37	3.6	5.1	8.9	10.7	1.6	5.3
Mar	57.3	56.1	87.92	83.54	50.37	46.91	2.0	5.2	7.4	9.0	1.5	3.6
Apr	60.6	62.7	90.03	84.53	54.58	53.01	-3.3	6.5	2.9	4.8	1.8	-1.6

Year to Date 2014 vs 2013												
	Occ %		ADR		RevPAR		Percent Change from YTD 2013					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Feb	50.8	48.9	87.08	83.61	44.24	40.86	4.0	4.1	8.3	9.9	1.5	5.5
Mar	53.0	51.4	87.42	83.59	46.37	42.95	3.2	4.6	8.0	9.5	1.5	4.7
Apr	54.9	54.2	88.17	83.86	48.42	45.47	1.3	5.1	6.5	8.1	1.5	2.9

Participation				
	Properties		Rooms	
	Census	Sample	Census	Sample
Feb	339	268	31177	26146
Mar	338	270	31123	26265
Apr	340	272	31319	26508

Includes:

- | | |
|--------------------------|---------------------|
| Polk County, IA | Johnson County, IA |
| Scott County, IA | Dubuque County, IA |
| Pottawattamie County, IA | Woodbury County, IA |
| Black Hawk County, IA | Dallas County, IA |

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.

Demand (Rooms Sold)

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

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100.

Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date).

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 or % Room Participants

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

Supply (Rooms Available)

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

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.