

Iowa's Top Ten County Hotel Markets

Source: 2014 STR, Inc.

| Current Month | | | | | | | | | | | | |
|---------------|-------|------|-------|-------|--------|-------|--------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from 2013 | | | | | |
| | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Jan | 44.5 | 43.6 | 81.93 | 80.27 | 36.49 | 34.98 | 2.2 | 2.1 | 4.3 | 5.6 | 1.3 | 3.5 |
| Feb | 54.5 | 53.1 | 86.38 | 83.09 | 47.09 | 44.10 | 2.7 | 4.0 | 6.8 | 7.6 | 0.8 | 3.5 |
| Mar | 56.3 | 56.0 | 84.20 | 81.98 | 47.36 | 45.94 | 0.4 | 2.7 | 3.1 | 3.9 | 0.8 | 1.2 |
| Apr | 63.2 | 59.8 | 85.22 | 84.21 | 53.88 | 50.36 | 5.7 | 1.2 | 7.0 | 8.1 | 1.0 | 6.8 |
| May | 65.6 | 61.6 | 88.89 | 85.39 | 58.31 | 52.57 | 6.5 | 4.1 | 10.9 | 11.5 | 0.6 | 7.1 |
| June | 72.5 | 72.7 | 92.75 | 90.94 | 67.28 | 66.12 | -0.2 | 2.0 | 1.8 | 2.7 | 0.9 | 0.7 |
| July | 73.0 | 67.6 | 89.92 | 84.83 | 65.61 | 57.34 | 7.9 | 6.0 | 14.4 | 15.4 | 0.9 | 8.9 |
| Aug | | | | | | | | | | | | |
| Sept | | | | | | | | | | | | |
| Oct | | | | | | | | | | | | |
| Nov | | | | | | | | | | | | |
| Dec | | | | | | | | | | | | |

| Year to Date 2014 vs 2013 | | | | | | | | | | | | |
|---------------------------|-------|------|-------|-------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2013 | | | | | |
| | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Jan | 44.5 | 43.6 | 81.93 | 80.27 | 36.49 | 34.98 | 2.2 | 2.1 | 4.3 | 5.6 | 1.3 | 3.5 |
| Feb | 49.2 | 48.0 | 84.32 | 81.74 | 41.45 | 39.25 | 2.4 | 3.2 | 5.6 | 6.6 | 0.9 | 3.3 |
| Mar | 51.6 | 50.8 | 84.30 | 81.83 | 43.48 | 41.55 | 1.6 | 3.0 | 4.6 | 5.6 | 0.9 | 2.5 |
| Apr | 54.5 | 53.0 | 84.57 | 82.50 | 46.09 | 43.76 | 2.7 | 2.5 | 5.3 | 6.3 | 0.9 | 3.7 |
| May | 56.8 | 54.8 | 85.60 | 83.17 | 48.58 | 45.58 | 3.6 | 2.9 | 6.6 | 7.5 | 0.8 | 4.4 |
| June | 59.4 | 57.8 | 87.06 | 84.81 | 51.71 | 49.01 | 2.8 | 2.7 | 5.5 | 6.4 | 0.9 | 3.7 |
| July | 61.4 | 59.2 | 87.60 | 84.81 | 53.75 | 50.23 | 3.6 | 3.3 | 7.0 | 7.9 | 0.9 | 4.5 |
| Aug | | | | | | | | | | | | |
| Sept | | | | | | | | | | | | |
| Oct | | | | | | | | | | | | |
| Nov. | | | | | | | | | | | | |
| Dec | | | | | | | | | | | | |

| | Participation | | | |
|------|---------------|--------|--------|--------|
| | Properties | | Rooms | |
| | Census | Sample | Census | Sample |
| Jan | 335 | 264 | 30797 | 25420 |
| Feb | 334 | 264 | 30734 | 25405 |
| Mar | 334 | 264 | 30735 | 25406 |
| Apr | 335 | 266 | 30820 | 25631 |
| May | 336 | 266 | 30939 | 25654 |
| June | 338 | 268 | 31102 | 25755 |
| July | 338 | 268 | 31102 | 25874 |

Includes:

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

| | | |
|------|--|--|
| Aug | | |
| Sept | | |
| Oct | | |
| Nov. | | |
| Dec | | |

2013 STR, Inc.

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.

Iowa's Top Ten County Hotel Markets

Source: 2013 STR, Inc.

| Current Month | | | | | | | | | | | | |
|---------------|-------|------|-------|-------|--------|-------|--------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from 2012 | | | | | |
| | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Jan | 43.6 | 42.7 | 80.22 | 78.50 | 34.96 | 33.51 | 2.1 | 2.2 | 4.3 | 6.5 | 2.1 | 4.2 |
| Feb | 53.2 | 53.7 | 82.97 | 80.45 | 44.13 | 43.22 | -1.0 | 3.1 | 2.1 | 3.7 | 1.5 | 0.5 |
| Mar | 56.2 | 55.6 | 81.84 | 78.32 | 45.96 | 43.53 | 1.0 | 4.5 | 5.6 | 7.2 | 1.5 | 2.6 |
| Apr | 60.1 | 57.4 | 84.21 | 79.87 | 50.58 | 45.86 | 4.6 | 5.4 | 10.3 | 11.7 | 1.2 | 5.9 |
| May | 62.2 | 62.5 | 85.24 | 81.42 | 53.05 | 50.92 | -0.5 | 4.7 | 4.2 | 6.4 | 2.2 | 1.7 |
| June | 73.3 | 74.4 | 90.92 | 87.43 | 66.66 | 65.02 | -1.4 | 4.0 | 2.5 | 4.9 | 2.3 | 0.9 |
| July | 68.2 | 68.3 | 85.11 | 81.46 | 58.06 | 55.66 | -0.2 | 4.5 | 4.3 | 6.3 | 2.0 | 1.8 |
| Aug | 71.1 | 71.7 | 87.37 | 85.39 | 62.12 | 61.21 | -0.8 | 2.3 | 1.5 | 3.6 | 2.1 | 1.3 |
| Sept | 63.0 | 64.3 | 85.23 | 83.72 | 53.72 | 53.86 | -2.0 | 1.8 | -0.3 | 1.6 | 1.9 | -0.2 |
| Oct | 63.8 | 63.9 | 87.24 | 82.97 | 55.65 | 53.04 | -0.2 | 5.1 | 4.9 | 6.9 | 1.9 | 1.7 |
| Nov | 53.9 | 52.9 | 84.24 | 81.45 | 45.40 | 43.10 | 1.9 | 3.4 | 5.3 | 6.3 | 0.9 | 2.7 |
| Dec | 43.2 | 41.8 | 80.10 | 77.20 | 34.58 | 32.26 | 3.3 | 3.7 | 7.2 | 8.1 | 0.9 | 4.2 |

| Year to Date 2013 vs 2012 | | | | | | | | | | | | |
|---------------------------|-------|------|-------|-------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2012 | | | | | |
| | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Jan | 43.6 | 42.7 | 80.22 | 78.50 | 34.96 | 33.51 | 2.1 | 2.2 | 4.3 | 6.5 | 2.1 | 4.2 |
| Feb | 48.1 | 47.9 | 81.68 | 79.58 | 39.28 | 38.11 | 0.4 | 2.6 | 3.1 | 4.9 | 1.8 | 2.2 |
| Mar | 50.9 | 50.5 | 81.75 | 79.10 | 41.58 | 39.98 | 0.6 | 3.3 | 4.0 | 5.8 | 1.7 | 2.3 |
| Apr | 53.1 | 52.3 | 82.47 | 79.31 | 43.83 | 41.46 | 1.7 | 4.0 | 5.7 | 7.4 | 1.6 | 3.3 |
| May | 55.0 | 54.4 | 83.17 | 79.82 | 45.74 | 43.41 | 1.1 | 4.2 | 5.4 | 7.2 | 1.7 | 2.8 |
| June | 58.0 | 57.7 | 84.83 | 81.45 | 49.23 | 47.00 | 0.6 | 4.2 | 4.7 | 6.6 | 1.8 | 2.4 |
| July | 59.5 | 59.3 | 84.89 | 81.45 | 50.53 | 48.27 | 0.4 | 4.2 | 4.7 | 6.6 | 1.8 | 2.3 |
| Aug | 60.9 | 60.9 | 85.26 | 82.04 | 51.97 | 49.93 | 0.1 | 3.9 | 4.1 | 6.0 | 1.9 | 2.0 |
| Sept | 61.1 | 61.2 | 85.27 | 82.24 | 52.13 | 50.37 | -0.2 | 3.7 | 3.5 | 5.4 | 1.9 | 1.7 |
| Oct | 61.3 | 61.5 | 85.39 | 82.32 | 52.35 | 50.64 | -0.3 | 3.7 | 3.4 | 5.3 | 1.9 | 1.5 |
| Nov. | 60.6 | 60.7 | 85.28 | 82.25 | 51.71 | 49.96 | -0.2 | 3.7 | 3.5 | 5.2 | 1.7 | 1.5 |
| Dec | 59.1 | 59.1 | 84.97 | 81.94 | 50.26 | 48.44 | 0.1 | 3.7 | 3.8 | 5.4 | 1.6 | 1.6 |

| Participation | | | | |
|---------------|------------|--------|--------|--------|
| | Properties | | Rooms | |
| | Census | Sample | Census | Sample |
| Jan | 333 | 264 | 30405 | 25196 |
| Feb | 334 | 267 | 30500 | 25416 |
| Mar | 334 | 266 | 30501 | 25355 |
| Apr | 334 | 265 | 30501 | 25186 |
| May | 335 | 263 | 30768 | 24960 |
| June | 336 | 266 | 30813 | 25389 |
| July | 336 | 265 | 30811 | 25237 |

Includes:

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

| | | | | |
|------|-----|-----|-------|-------|
| Aug | 336 | 262 | 30855 | 25093 |
| Sept | 334 | 262 | 30766 | 25208 |
| Oct | 334 | 264 | 30780 | 25247 |
| Nov. | 334 | 263 | 30670 | 25279 |
| Dec | 334 | 262 | 30670 | 25255 |

2013 STR, Inc.

Average Daily Rate (ADR)

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

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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).

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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.

Iowa's Top Ten County Hotel Markets

Source: 2012 STR, Inc.

| Current Month | | | | | | | | | | | | |
|---------------|-------|------|----------|----------|----------|----------|--------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from 2011 | | | | | |
| | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Jan | 42.8 | 41.5 | \$ 78.67 | \$ 73.37 | \$ 33.69 | \$ 30.47 | 3.1 | 7.2 | 10.6 | 9.8 | -0.7 | 2.4 |
| Feb | 42.6 | 41.0 | \$ 75.57 | \$ 71.00 | \$ 32.20 | \$ 29.13 | 3.9 | 6.4 | 10.5 | 10.2 | -0.3 | 3.5 |
| Mar | 55.9 | 51.8 | \$ 78.27 | \$ 75.48 | \$ 43.79 | \$ 39.10 | 8.0 | 3.7 | 12.0 | 13.3 | 1.1 | 9.2 |
| Apr | 57.6 | 56.6 | \$ 79.57 | \$ 77.21 | \$ 45.86 | \$ 43.66 | 1.9 | 3.1 | 5.0 | 6.2 | 1.1 | 3.1 |
| May | 62.7 | 61.9 | \$ 81.28 | \$ 77.18 | \$ 50.93 | \$ 47.77 | 1.3 | 5.3 | 6.6 | 8.1 | 1.4 | 2.7 |
| June | 74.6 | 70.8 | \$ 87.25 | \$ 81.67 | \$ 65.11 | \$ 57.78 | 5.5 | 6.8 | 12.7 | 14.3 | 1.4 | 6.9 |
| July | 68.4 | 67.3 | \$ 81.40 | \$ 78.05 | \$ 55.70 | \$ 52.55 | 1.6 | 4.3 | 6.0 | 7.5 | 1.4 | 3.1 |
| Aug | 71.8 | 69.1 | \$ 85.21 | \$ 79.66 | \$ 61.17 | \$ 55.05 | 3.9 | 7.0 | 11.1 | 12.7 | 1.4 | 5.4 |
| Sept | 64.4 | 64.8 | \$ 83.70 | \$ 78.55 | \$ 53.90 | \$ 50.90 | -0.6 | 6.6 | 5.9 | 7.3 | 1.4 | 0.7 |
| Oct | 64.3 | 60.8 | \$ 82.88 | \$ 79.22 | \$ 53.32 | \$ 48.16 | 5.8 | 4.6 | 10.7 | 12.2 | 1.4 | 7.3 |
| Nov | 53.1 | 52.9 | 81.36 | \$ 78.76 | \$ 43.20 | \$ 41.70 | 0.3 | 3.3 | 3.6 | 5.7 | 2.0 | 2.3 |
| Dec | 41.9 | 42.5 | 77.05 | \$ 75.65 | \$ 32.28 | \$ 32.18 | -1.5 | 1.8 | 0.3 | 2.3 | 2.0 | 0.5 |

| Year to Date 2012 vs 2011 | | | | | | | | | | | | |
|---------------------------|-------|------|----------|----------|----------|----------|------------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2011 | | | | | |
| | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Jan | 42.8 | 41.5 | \$ 78.67 | \$ 73.37 | \$ 33.69 | \$ 30.47 | 3.1 | 7.2 | 10.6 | 9.8 | -0.7 | 2.4 |
| Feb | 57.7 | 56.8 | \$ 77.89 | \$ 75.43 | \$ 44.91 | \$ 42.82 | 1.6 | 3.3 | 4.9 | 5.1 | 0.2 | 1.8 |
| Mar | 50.7 | 47.8 | \$ 79.21 | \$ 75.13 | \$ 40.17 | \$ 35.88 | 6.2 | 5.4 | 12.0 | 12.2 | 0.2 | 6.4 |
| Apr | 52.3 | 49.9 | \$ 79.20 | \$ 75.71 | \$ 41.43 | \$ 37.81 | 4.7 | 4.6 | 9.6 | 10.0 | 0.4 | 5.2 |
| May | 54.4 | 52.4 | \$ 79.72 | \$ 76.06 | \$ 43.38 | \$ 39.85 | 3.9 | 4.8 | 8.9 | 9.6 | 0.7 | 4.6 |
| June | 57.8 | 55.4 | \$ 81.34 | \$ 77.24 | \$ 46.99 | \$ 42.81 | 4.2 | 5.3 | 9.8 | 10.7 | 0.8 | 5.1 |
| July | 59.3 | 57.2 | \$ 81.40 | \$ 77.38 | \$ 48.28 | \$ 44.23 | 3.8 | 5.2 | 9.1 | 10.1 | 0.9 | 4.7 |
| Aug | 60.9 | 58.7 | \$ 81.98 | \$ 77.73 | \$ 49.93 | \$ 45.61 | 3.8 | 5.5 | 9.5 | 10.5 | 1.0 | 4.8 |
| Sept | 61.3 | 59.4 | \$ 82.19 | \$ 77.82 | \$ 50.37 | \$ 46.19 | 3.3 | 5.6 | 9.0 | 10.1 | 1.0 | 4.3 |
| Oct | 61.6 | 59.5 | \$ 82.26 | \$ 77.97 | \$ 50.67 | \$ 46.40 | 3.5 | 5.5 | 9.2 | 10.4 | 1.0 | 4.6 |
| Nov. | 60.8 | 58.9 | 82.19 | \$ 78.03 | \$ 49.99 | \$ 45.97 | 3.2 | 5.3 | 8.7 | 10.0 | 1.1 | 4.4 |
| Dec | 59.2 | 57.5 | 81.88 | \$ 77.88 | \$ 48.46 | \$ 44.80 | 2.9 | 5.1 | 8.2 | 9.5 | 1.2 | 4.1 |

| Participation | | | | |
|---------------|------------|--------|--------|--------|
| | Properties | | Rooms | |
| | Census | Sample | Census | Sample |
| Jan | 326 | 263 | 29767 | 24790 |
| Feb | 326 | 263 | 29780 | 24881 |
| Mar | 328 | 265 | 30025 | 25048 |
| Apr | 329 | 263 | 30039 | 25116 |
| May | 330 | 263 | 30121 | 25115 |
| June | 330 | 263 | 30121 | 25115 |
| July | 331 | 265 | 30221 | 25094 |

Includes:

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

| | | | | |
|------|-----|-----|-------|-------|
| Aug | 331 | 264 | 30220 | 25136 |
| Sept | 331 | 263 | 30201 | 25055 |
| Oct | 331 | 261 | 30201 | 24647 |
| Nov. | 333 | 264 | 30406 | 24995 |
| Dec | 333 | 266 | 30406 | 25322 |

2012 STR, Inc.

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Census (properties and rooms)

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Demand (Rooms Sold)

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Occupancy (Occ)

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Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

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Revenue (Room Revenue)

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RevPAR (Revenue Per Available Room)

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Sample or % Room Participants

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Supply (Rooms Available)

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

Year-to-date

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