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Billings Area COC

For the Month of October 2018



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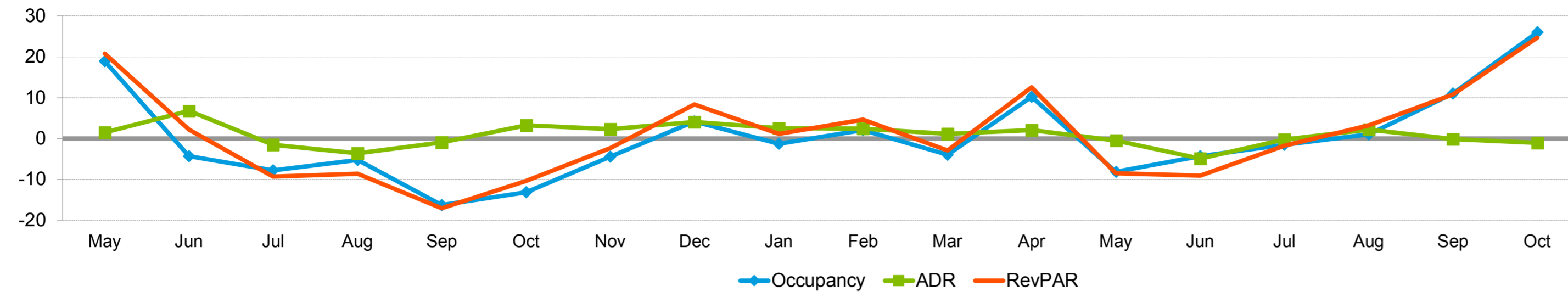
Tab 2 - Trend Billings Area+

Currency: USD - US Dollar

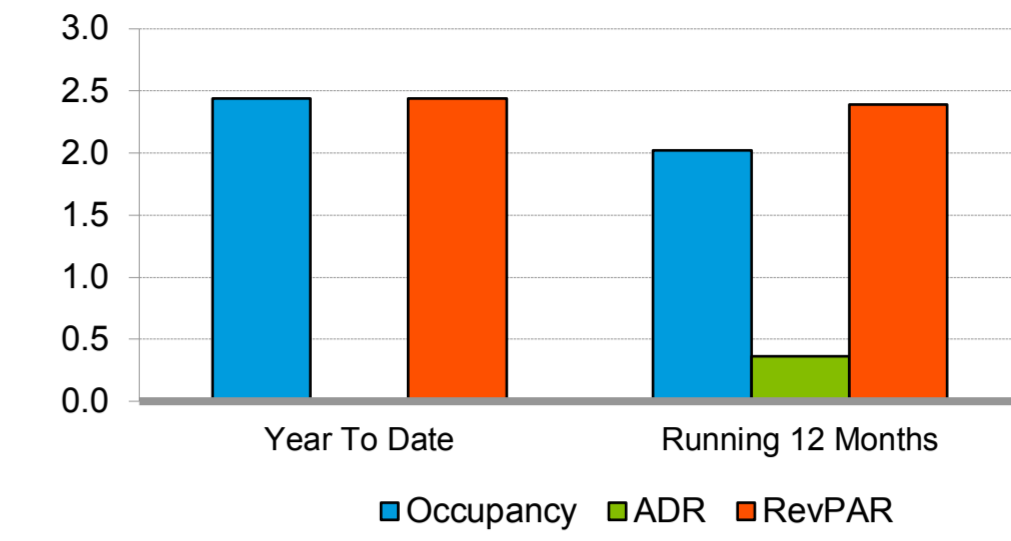
Billings Area COC

For the Month of October 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017									2018									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	74.1	72.8	70.2	72.4	59.7	51.7	44.3	40.4		36.9	49.6	56.0	68.0	68.0	69.6	69.1	73.1	66.3	65.1
Last Year	62.3	76.1	76.1	76.4	71.3	59.5	46.4	38.8		37.4	48.6	58.3	61.7	74.1	72.8	70.2	72.4	59.7	51.7
Percent Change	19.0	-4.3	-7.8	-5.3	-16.3	-13.2	-4.5	4.1		-1.3	2.1	-4.0	10.2	-8.2	-4.4	-1.5	1.0	11.0	26.0

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	62.4	60.8	62.2	59.0	57.7	58.9
ADR	63.3	62.4	60.8	61.0	59.0	57.7
RevPAR	-1.4	-2.6	2.4	-3.2	-2.2	2.0

ADR	2017									2018									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	92.74	105.15	100.38	101.81	97.23	94.20	90.24	89.02		88.35	91.78	92.21	91.19	92.33	99.98	100.13	103.99	97.09	93.23
Last Year	91.39	98.48	102.00	105.60	98.16	91.21	88.23	85.55		86.21	89.58	91.14	89.36	92.74	105.15	100.38	101.81	97.23	94.20
Percent Change	1.5	6.8	-1.6	-3.6	-0.9	3.3	2.3	4.1		2.5	2.4	1.2	2.1	-0.4	-4.9	-0.3	2.1	-0.1	-1.0

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	95.00	95.63	95.64	94.12	94.57	94.91
ADR	96.64	95.00	95.63	95.31	94.12	94.57
RevPAR	-1.7	0.7	0.0	-1.3	0.5	0.4

RevPAR	2017									2018									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	68.68	76.55	70.45	73.68	58.06	48.66	40.00	35.93		32.59	45.53	51.63	62.00	62.81	69.61	69.20	76.03	64.35	60.66
Last Year	56.89	74.94	77.65	80.67	70.00	54.25	40.94	33.17		32.22	43.52	53.16	55.12	68.68	76.55	70.45	73.68	58.06	48.66
Percent Change	20.7	2.1	-9.3	-8.7	-17.1	-10.3	-2.3	8.3		1.1	4.6	-2.9	12.5	-8.5	-9.1	-1.8	3.2	10.8	24.7

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	59.28	58.10	59.52	55.53	54.57	55.88
ADR	61.19	59.28	58.10	58.09	55.53	54.57
RevPAR	-3.1	-2.0	2.4	-4.4	-1.7	2.4

Supply	2017									2018									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	147,839	143,070	147,839	147,839	143,070	147,839	143,070	147,839		146,165	132,020	146,165	141,450	146,165	141,420	146,134	146,134	141,420	146,072
Last Year	142,228	137,640	142,228	144,925	140,250	144,925	143,100	147,870		147,870	133,560	147,870	143,070	147,839	143,070	147,839	147,839	143,070	147,839
Percent Change	3.9	3.9	3.9	2.0	2.0	2.0	0.0	0.0		-1.2	-1.2	-1.2	-1.1	-1.1	-1.2	-1.2	-1.2	-1.2	-1.2

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	1,402,756	1,449,866	1,433,145	1,682,624	1,740,836	1,724,054
ADR	1,386,562	1,402,756	1,449,866	1,655,450	1,682,624	1,740,836
RevPAR	1.2	3.4	-1.2	1.6	3.5	-1.0

Demand	2017									2018									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	109,485	104,160	103,761	106,994	85,434	76,367	63,428	59,673		53,917	65,500	81,848	96,164	99,422	98,464	101,004	106,832	93,726	95,046
Last Year	88,546	104,737	108,278	110,710	100,017	86,199	66,403	57,327		55,270	64,887	86,256	88,256	109,485	104,160	103,761	106,994	85,434	76,367
Percent Change	23.6	-0.6	-4.2	-3.4	-14.6	-11.4	-4.5	4.1		-2.4	0.9	-5.1	9.0	-9.2	-5.5	-2.7	-0.2	9.7	24.5

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	875,340	880,870	891,923	992,800	1,004,600	1,015,024
ADR	877,888	875,340	880,870	1,009,029	992,800	1,004,600
RevPAR	-0.3	0.6	1.3	-1.6	1.2	1.0

Revenue	2017									2018									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	10,153,305	10,952,180	10,415,825	10,892,965	8,306,738	7,193,620	5,723,471	5,311,989		4,763,822	6,011,312	7,547,216	8,769,460	9,180,102	9,844,413	10,113,141	11,109,966	9,100,024	8,861,132
Last Year	8,091,793	10,314,845	11,043,878	11,691,200	9,817,266	7,862,311	5,858,794	4,904,137		4,764,818	5,812,886	7,861,136	7,886,557	10,153,305	10,952,180	10,415,825	10,892,965	8,306,738	7,193,620
Percent Change	25.5	6.2	-5.7	-6.8	-15.4	-8.5	-2.3	8.3		0.0	3.4	-4.0	11.2	-9.6	-10.1	-2.9	2.0	9.5	23.2

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	83,157,861	84,240,030	85,300,588	93,437,896	95,002,961	96,336,048
ADR	84,842,260	83,157,861	84,240,030	96,171,205	93,437,896	95,002,961
RevPAR	-2.0	1.3	1.3	-2.8	1.7	1.4

Census %	2017									2018									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props	53	53	53	53	53	53	53	53		52	52	52	52	52	52	52	52	52	52
Census Rooms	4769	4769	4769	4769	4769	4769	4769	4769		4715	4715	4715	4715	4715	4714	4714	4714	4714	4712
% Rooms Participants	83.5	83.5	83.5	83.5	83.5	83.5	83.5	83.5		84.5	84.5	84.5	84.5	84.5	84.5	82.0	80.2	82.0	82.0

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Tab 3 - Response Billings Area+

Billings Area COC
 For the Month of October 2018

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2016												2017												2018											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
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Tab 4 - Multi-Segment

Currency: USD - US Dollar

Billings Area COC

For the month of: October 2018

	Current Month - October 2018 vs October 2017												Year to Date - October 2018 vs October 2017										Participation					
	Occ %		ADR		RevPAR		Percent Change from October 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	69.9	69.4	133.81	130.33	93.55	90.42	0.8	2.7	3.5	5.6	2.0	2.8	67.9	67.5	130.75	127.49	88.78	86.11	0.5	2.6	3.1	5.2	2.0	2.5	55507	33783	5258441	3928681
Montana	58.4	54.1	93.67	93.54	54.73	50.58	8.1	0.1	8.2	9.7	1.4	9.6	61.6	61.5	108.17	106.90	66.60	65.75	0.1	1.2	1.3	2.3	1.0	1.1	458	229	29935	19681
Billings Area, MT+	65.1	51.7	93.23	94.20	60.66	48.66	26.0	-1.0	24.7	23.2	-1.2	24.5	62.2	60.8	95.64	95.63	59.52	58.10	2.4	0.0	2.4	1.3	-1.2	1.3	52	36	4712	3864
Bismarck, ND+	61.3	56.6	88.46	87.25	54.27	49.36	8.4	1.4	9.9	9.4	-0.4	7.9	57.6	65.2	89.84	89.83	51.73	58.59	-11.7	0.0	-11.7	-12.0	-0.3	-12.0	33	28	3106	2788
Boise, ID+	74.2	71.8	114.10	108.00	84.61	77.50	3.3	5.6	9.2	13.8	4.3	7.8	74.2	75.6	110.62	107.35	82.08	81.16	-1.9	3.0	1.1	7.4	6.2	4.2	55	44	5746	5242
Bozeman, MT+	69.6	66.9	103.01	104.13	71.69	69.63	4.1	-1.1	3.0	4.2	1.3	5.4	74.7	73.4	121.05	119.60	90.39	87.73	1.8	1.2	3.0	5.2	2.1	3.9	29	22	2339	1912
Great Falls, MT+	52.0	53.3	84.77	85.85	44.09	45.75	-2.4	-1.3	-3.6	2.3	6.1	3.6	60.0	61.5	88.44	87.91	53.03	54.04	-2.5	0.6	-1.9	2.3	4.3	1.7	30	19	2293	1881
Helena, MT+	61.4	59.8	98.01	96.78	60.19	57.87	2.7	1.3	4.0	10.4	6.2	9.1	62.0	65.4	98.69	96.47	61.20	63.10	-5.2	2.3	-3.0	0.2	3.3	-2.0	20	17	1648	1411
Madison, WI+	75.0	74.7	145.96	141.22	109.50	105.56	0.4	3.4	3.7	6.2	2.4	2.7	68.3	67.9	123.70	120.94	84.55	82.13	0.6	2.3	2.9	5.5	2.4	3.1	65	53	7432	6807
Missoula, MT+	67.6	65.4	104.94	95.83	70.96	62.63	3.5	9.5	13.3	11.1	-1.9	1.5	68.3	68.5	108.67	103.09	74.18	70.58	-0.3	5.4	5.1	3.0	-2.0	-2.3	40	24	2990	2180
Rapid City, SD+	58.6	56.2	73.27	78.25	42.92	43.98	4.2	-6.4	-2.4	-0.3	2.2	6.5	60.1	61.1	99.75	102.50	59.94	62.60	-1.6	-2.7	-4.3	-2.1	2.2	0.6	54	35	4707	3875
Sioux Falls, SD+	65.3	60.3	88.36	87.56	57.69	52.84	8.2	0.9	9.2	11.7	2.3	10.7	64.1	63.1	91.72	92.21	58.76	58.17	1.6	-0.5	1.0	4.2	3.2	4.8	60	45	5183	4316

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