

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: February 2018

	Current Month - February 2018 vs February 2017												Year to Date - February 2018 vs February 2017											
	Occ %		ADR		RevPAR		Percent Change from February 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017					
	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
United States	61.7	61.0	126.38	123.53	78.02	75.37	1.2	2.3	3.5	5.6	2.0	3.2	57.9	57.3	124.88	122.24	72.30	70.07	1.0	2.2	3.2	5.3	2.0	3.0
Texas	66.3	63.8	106.30	108.23	70.50	69.03	4.0	-1.8	2.1	4.7	2.6	6.6	62.5	59.5	104.16	103.31	65.11	61.50	5.0	0.8	5.9	8.6	2.6	7.8
Atlanta, GA	67.8	67.4	108.51	105.77	73.59	71.27	0.6	2.6	3.2	4.7	1.4	2.1	66.0	66.0	113.20	108.24	74.71	71.49	-0.1	4.6	4.5	6.2	1.6	1.5
Arlington, TX	67.2	67.1	90.31	90.64	60.66	60.82	0.1	-0.4	-0.3	-1.0	-0.7	-0.6	63.3	63.3	87.63	92.03	55.44	58.26	-0.1	-4.8	-4.8	-5.5	-0.7	-0.8
Charlotte, NC-SC	66.4	67.5	110.41	113.28	73.29	76.43	-1.6	-2.5	-4.1	0.4	4.7	3.0	63.5	63.4	110.08	109.05	69.93	69.12	0.2	0.9	1.2	6.4	5.1	5.4
Fort Worth, TX+	73.4	70.4	110.23	106.20	80.94	74.73	4.3	3.8	8.3	12.4	3.8	8.3	71.3	68.1	108.79	105.51	77.55	71.82	4.7	3.1	8.0	12.4	4.1	9.0
Frisco, TX+	69.8	69.0	153.32	141.26	106.97	97.46	1.1	8.5	9.8	42.3	29.6	31.1	65.8	69.1	150.40	141.46	98.93	97.76	-4.8	6.3	1.2	31.2	29.6	23.4
Grapevine, TX+	78.3	77.0	173.80	173.93	136.09	133.84	1.8	-0.1	1.7	1.7	0.0	1.8	74.3	76.0	176.18	172.83	130.93	131.33	-2.2	1.9	-0.3	-0.3	0.0	-2.2
Irving, TX+	74.4	71.8	111.95	112.10	83.26	80.49	3.6	-0.1	3.4	3.5	0.0	3.6	70.2	70.2	110.99	109.81	77.90	77.05	0.0	1.1	1.1	1.2	0.0	0.1
Nashville, TN	67.7	69.6	138.65	132.33	93.81	92.16	-2.8	4.8	1.8	6.7	4.8	1.8	61.3	63.3	132.76	126.68	81.44	80.18	-3.1	4.8	1.6	6.4	4.8	1.6
Phoenix, AZ	85.1	82.1	169.06	162.36	143.81	133.23	3.7	4.1	7.9	10.8	2.6	6.4	77.1	74.9	156.89	152.32	121.01	114.03	3.0	3.0	6.1	8.9	2.6	5.7
San Jose, CA+	77.0	77.1	193.82	191.24	149.30	147.48	-0.1	1.3	1.2	2.9	1.6	1.5	74.5	73.0	192.40	185.23	143.26	135.14	2.1	3.9	6.0	7.8	1.6	3.7

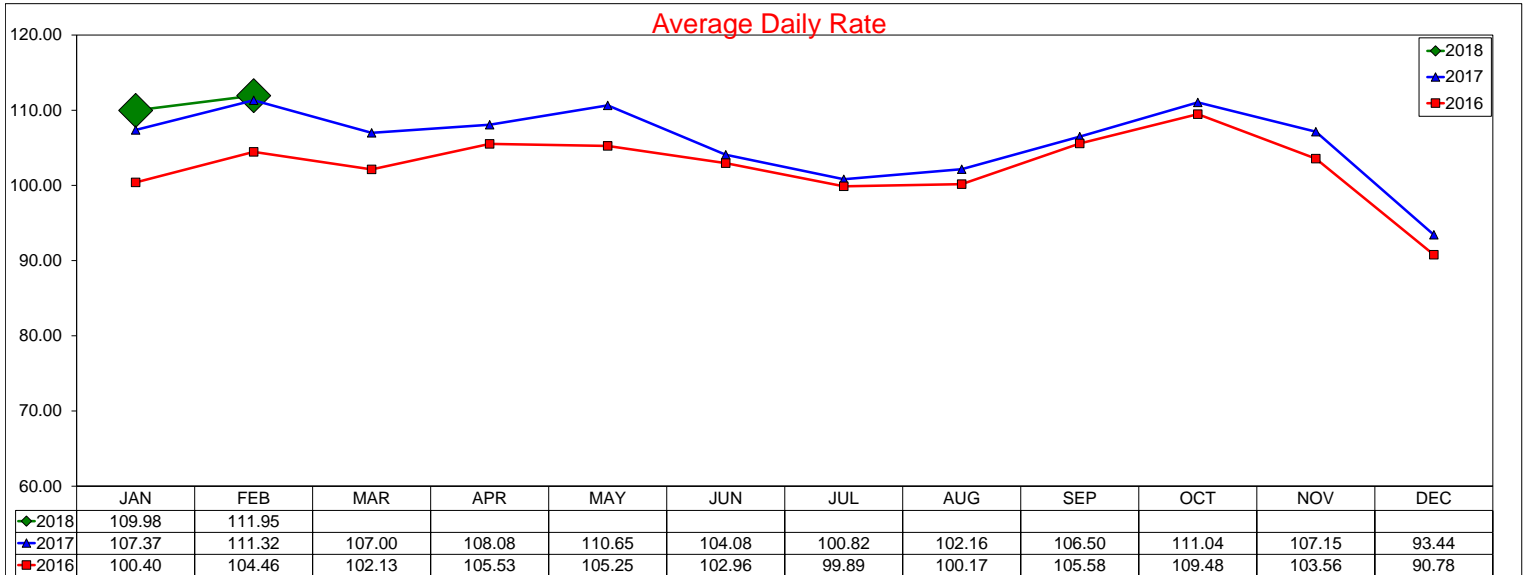
Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	61.74	126.38	78.02	57.89	124.88	72.30	1.2	2.3	3.5	1.0	2.2	3.2	
Texas	66.33	106.30	70.50	62.51	104.16	65.11	4.0	-1.8	2.1	5.0	0.8	5.9	
Irving	74.37	111.95	83.26	70.19	110.99	77.90	3.6	-0.1	3.4	0.0	1.1	1.1	
Best USA	Phoenix	SanJose	SanJose	Phoenix	SanJose	SanJose	Best USA	Ft Worth	Frisco	Frisco	Ft Worth	Frisco	Ft Worth
	85.06	193.82	149.30	77.13	192.40	143.26		4.3	8.5	9.8	4.7	6.3	8.0
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Ft Worth	Frisco	Frisco	Ft Worth	Frisco	Ft Worth
	78.30	173.80	136.09	74.32	176.18	130.93		4.3	8.5	9.8	4.7	6.3	8.0
Worst USA	Charlotte	Arlngtn	Arlngtn	Nshvile	Arlngtn	Arlngtn	Worst USA	Nshvile	Charlotte	Charlotte	Frisco	Arlngtn	Arlngtn
	66.38	90.31	60.66	61.35	87.63	55.44		-2.8	-2.5	-4.1	-4.8	-4.8	-4.8
Worst Texas	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Worst Texas	Arlngtn	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn
	67.17	90.31	60.66	63.27	87.63	55.44		0.1	-0.4	-0.3	-4.8	-4.8	-4.8

Note: "Best" and "Worst" notations above refer to destinations within this competitive set only

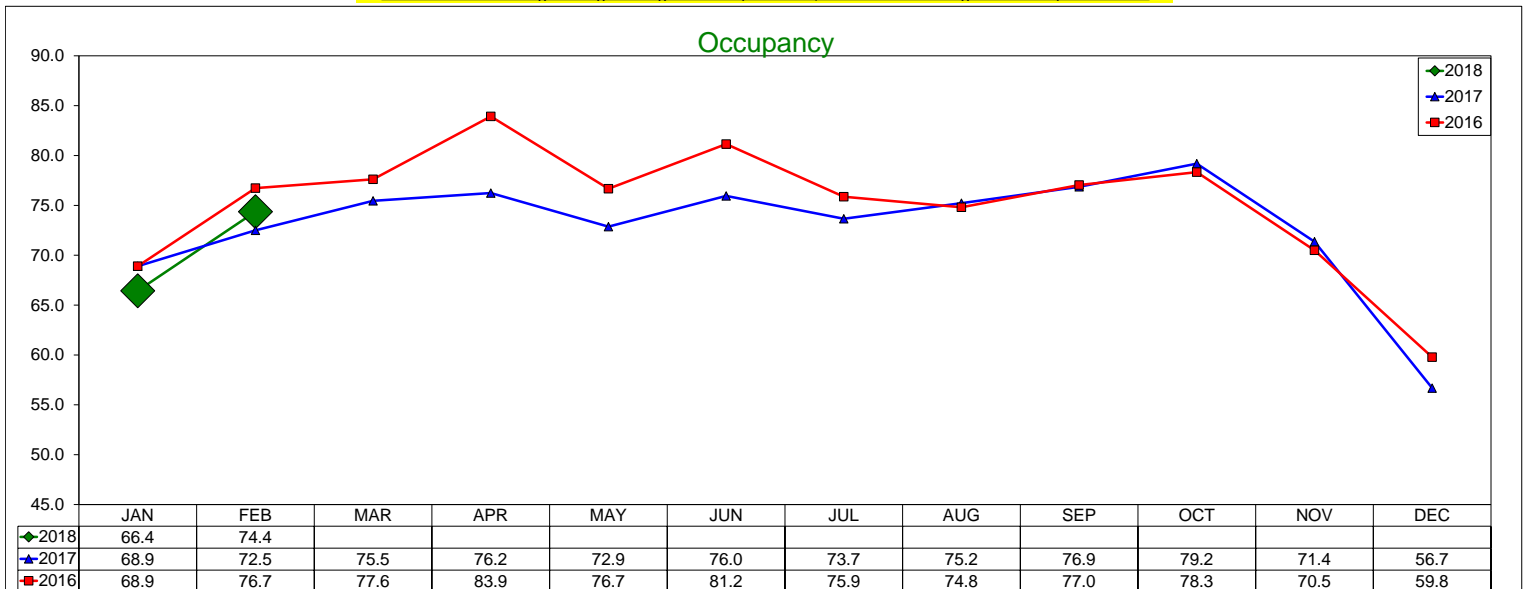
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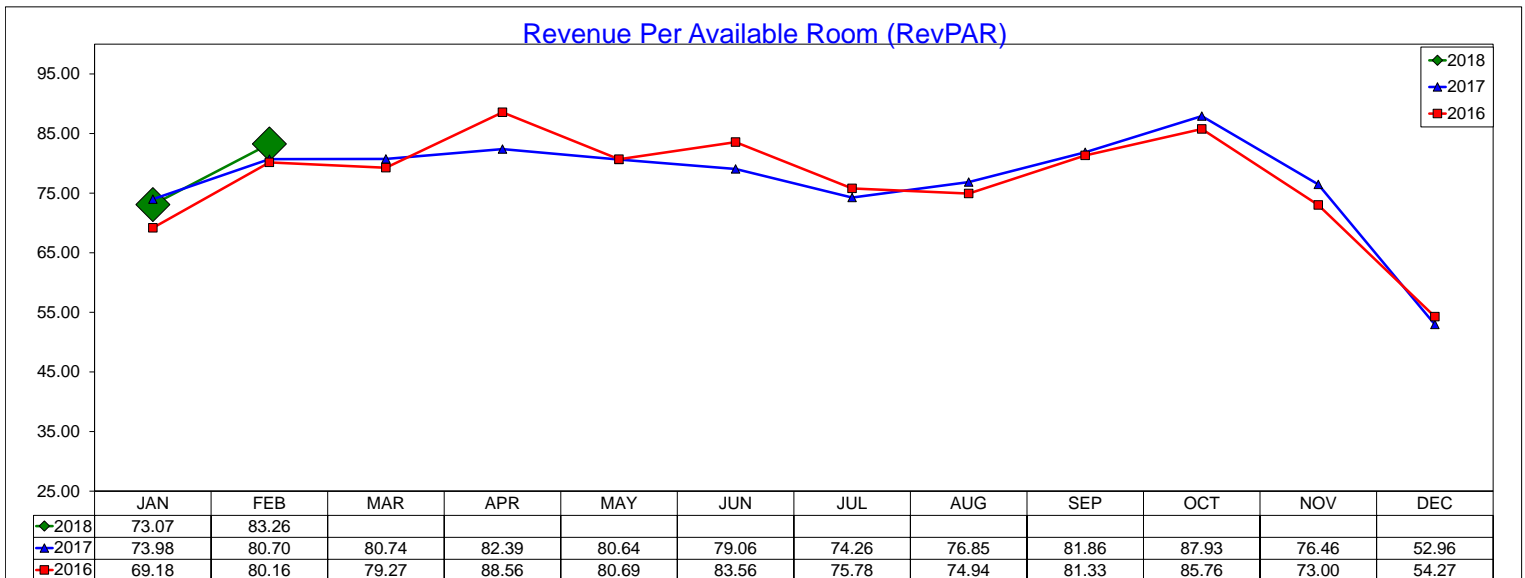
IRVING CONVENTION & VISITORS BUREAU
Three Year Comparison - CITY OF IRVING - ALL PROPERTIES
 February 2018



12 month ADR Rolling Average through February 2018 is \$106.26 with a change from last year of 2.3%



12 month Occupancy Rolling Average through February 2018 is 72.82% with a change from last year of -2.2%



12 month RevPAR Rolling Average through February 2018 is \$77.38 with a change from last year of 0.0%

IRVING CONVENTION & VISITORS BUREAU

Irving, Texas & United States Comparison

February 2018

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	109.98	2.2%	109.98	2.2%	66.4%	-3.3%	66.4%	-3.3%	73.07	-1.2%	73.07	-1.2%
FEBRUARY	111.95	-0.1%	110.99	1.1%	74.4%	3.6%	70.2%	0.0%	83.26	3.4%	77.90	1.1%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 106.26 2.3% Occupancy 72.8% -2.2% RevPAR 77.38 0.0%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.95	3.8%	101.95	3.8%	59.1%	6.1%	59.1%	6.1%	60.23	10.1%	60.23	10.1%
FEBRUARY	106.30	-1.8%	104.16	0.8%	66.3%	4.0%	62.5%	5.0%	70.50	2.1%	65.11	5.9%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

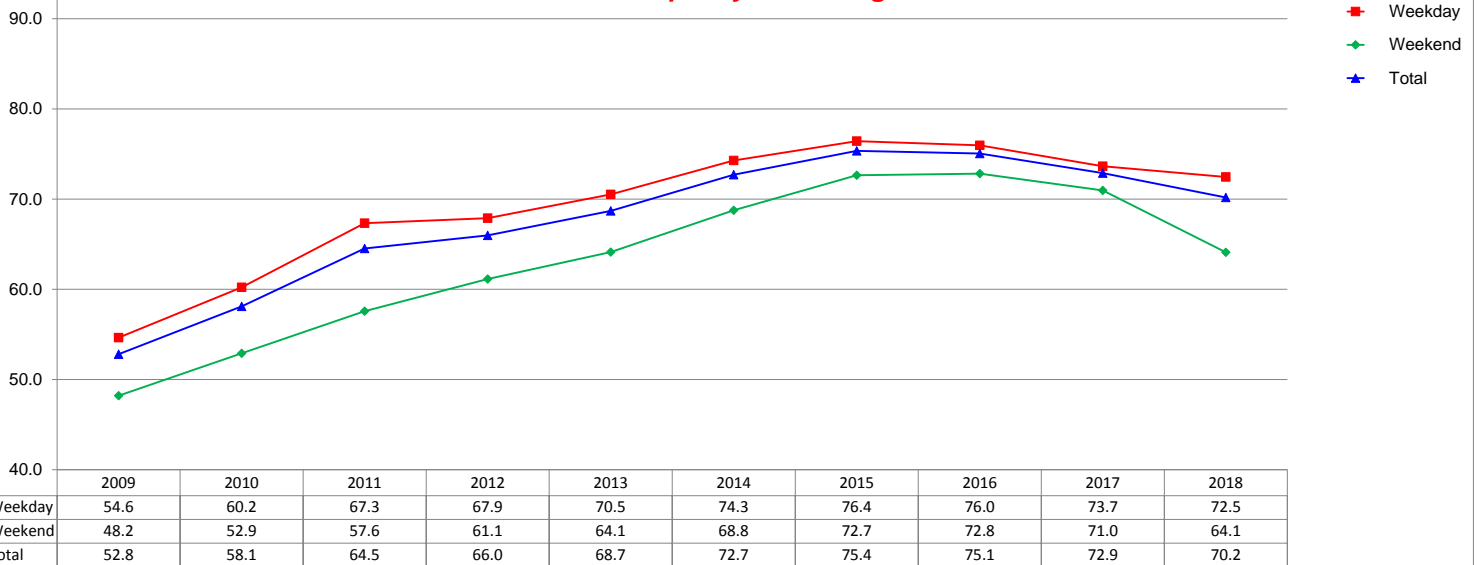
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.33	2.0%	123.33	2.0%	54.5%	0.9%	54.5%	0.9%	67.17	2.9%	67.17	2.9%
FEBRUARY	126.38	2.3%	124.88	2.2%	61.7%	1.2%	57.9%	1.0%	78.02	3.5%	72.30	3.2%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

Note: The "Change %" column refers to the change from the prior year's figure.

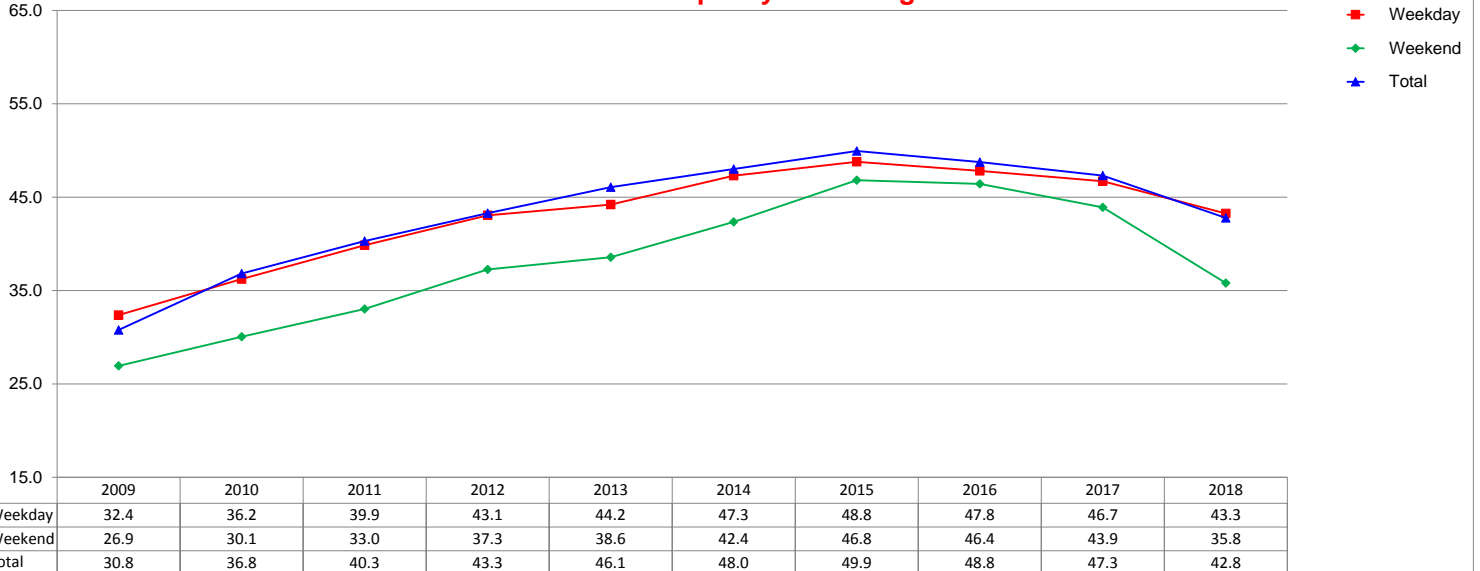
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IRVING CONVENTION & VISITORS BUREAU
 Day of Week Detail
 Annual Year End Figures And YTD through February 2018

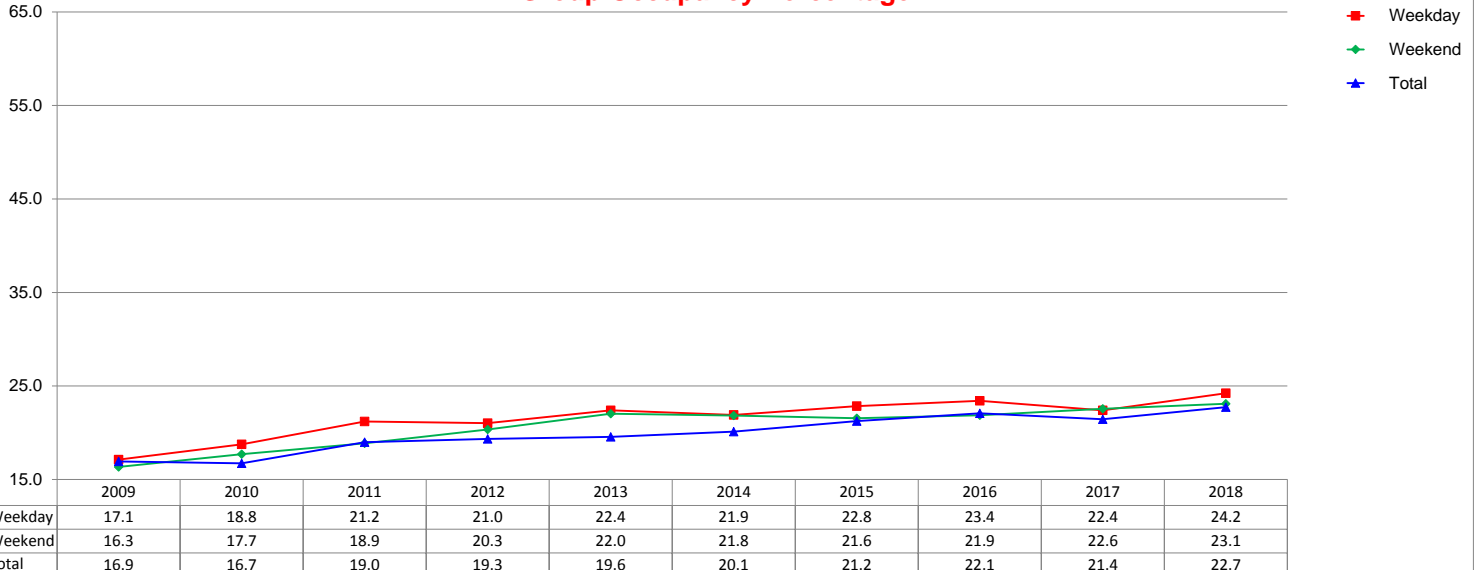
Total Occupancy Percentage



Transient Occupancy Percentage

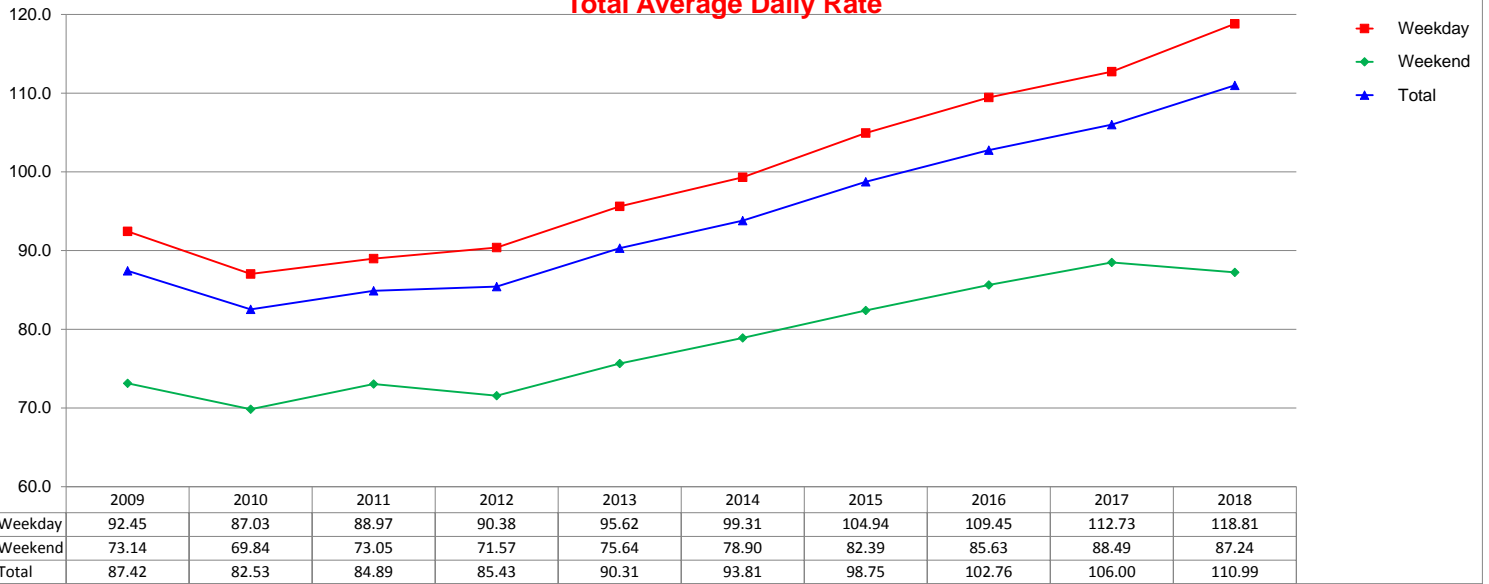


Group Occupancy Percentage

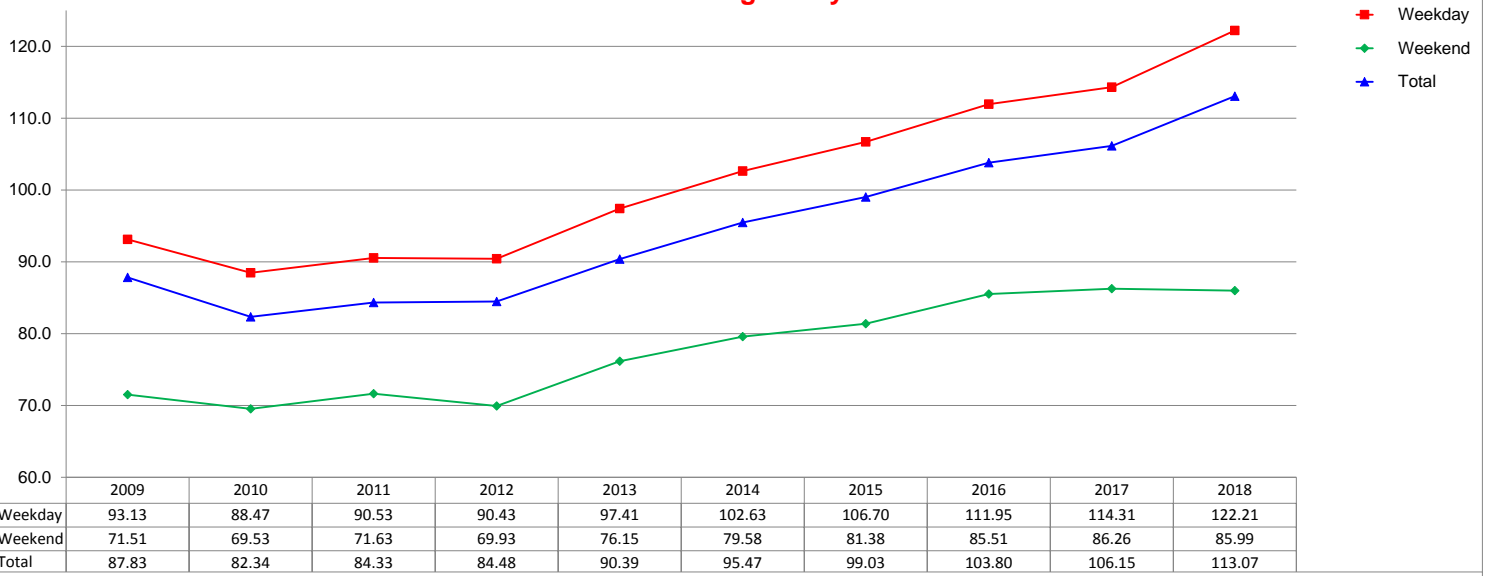


IRVING CONVENTION & VISITORS BUREAU
 Day of Week Detail
 Annual Year End Figures And YTD through February 2018

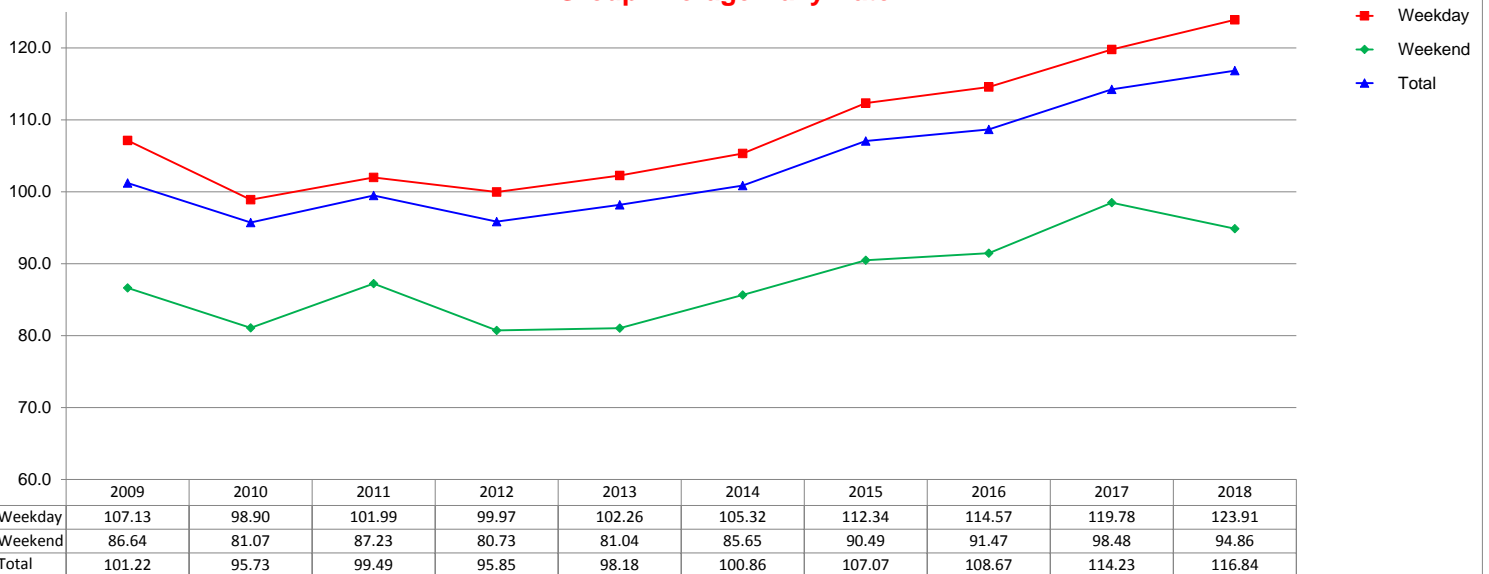
Total Average Daily Rate



Transient Average Daily Rate



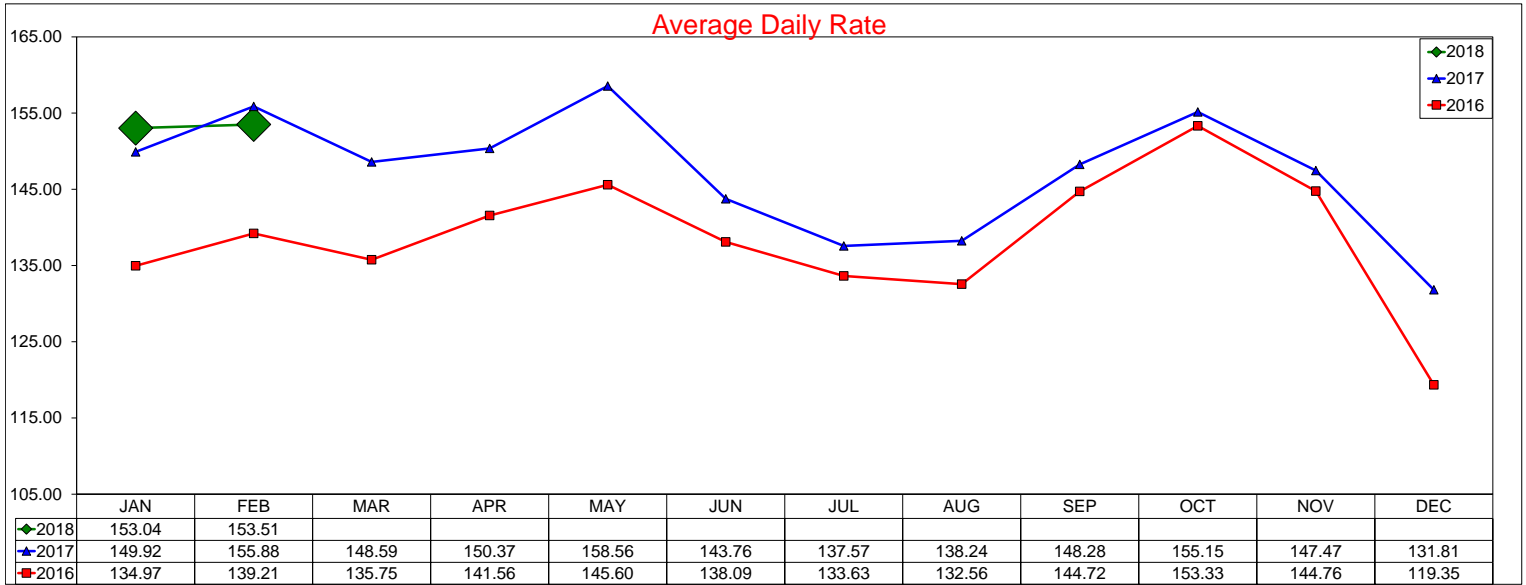
Group Average Daily Rate



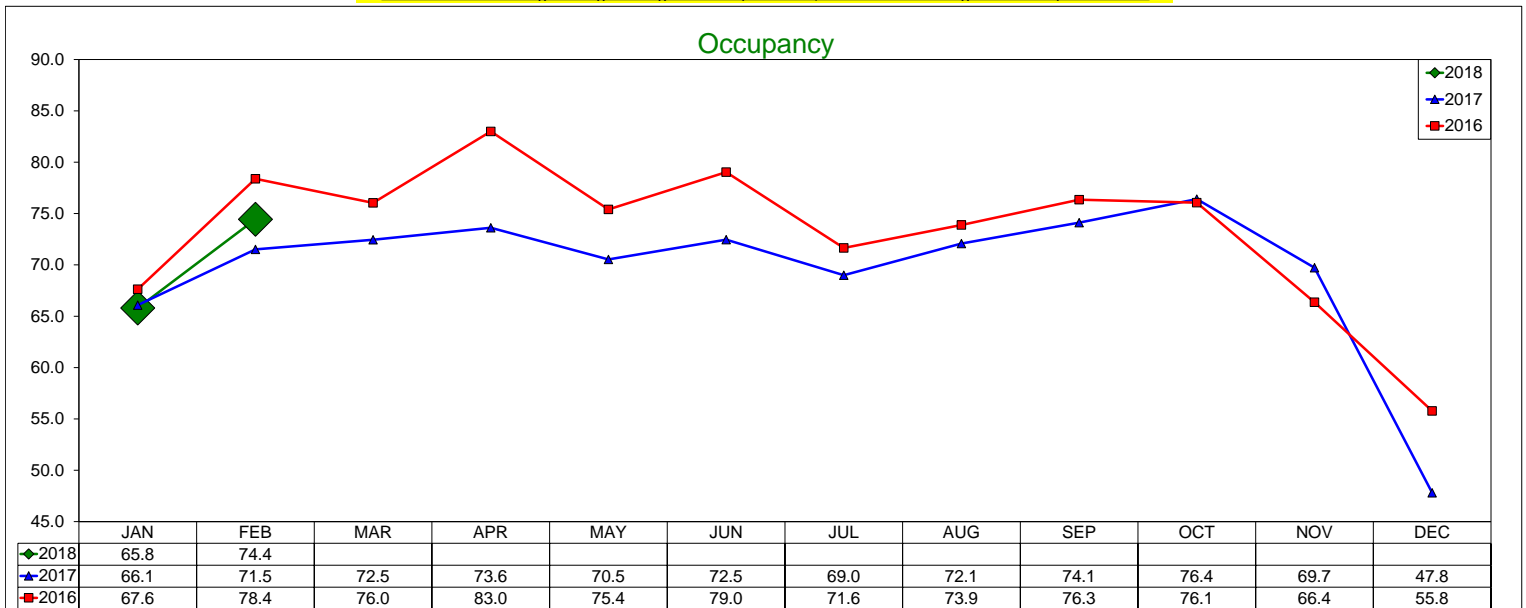
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Luxury/Full Service - Irving

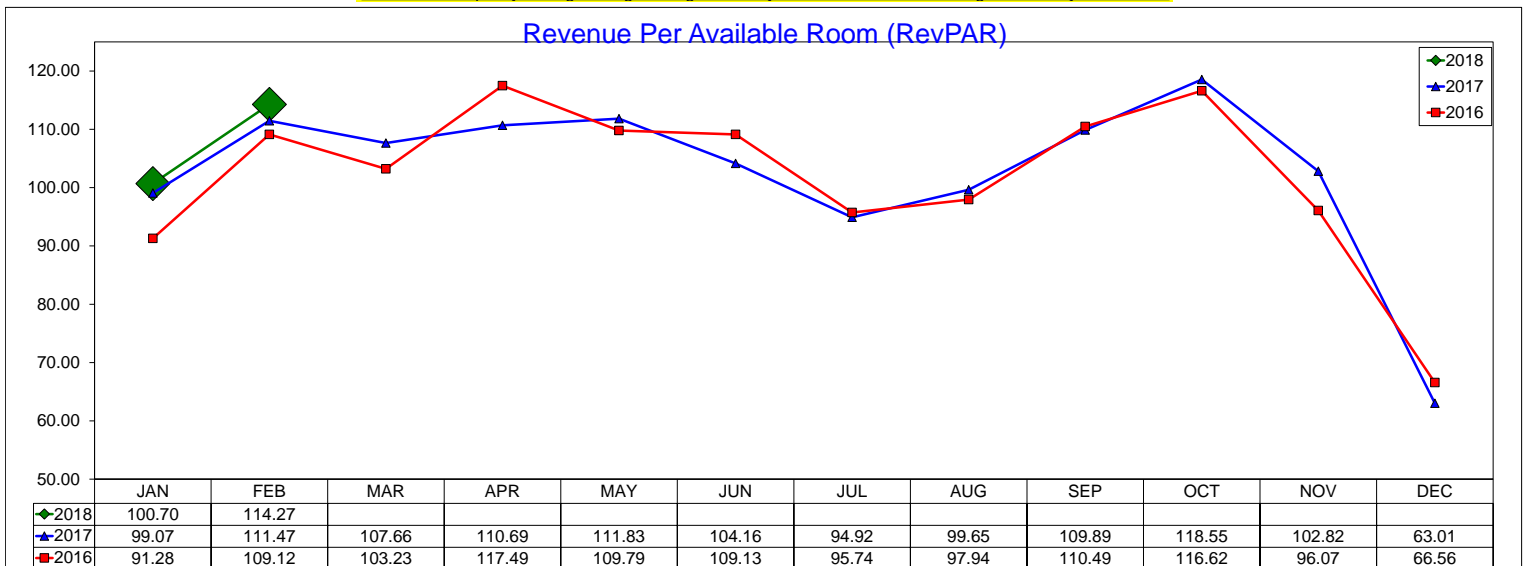
February 2018



12 month ADR Rolling Average through February 2018 is \$147.67 with a change from last year of 4.3%



12 month Occupancy Rolling Average through February 2018 is 69.8% with a change from last year of -3.5%

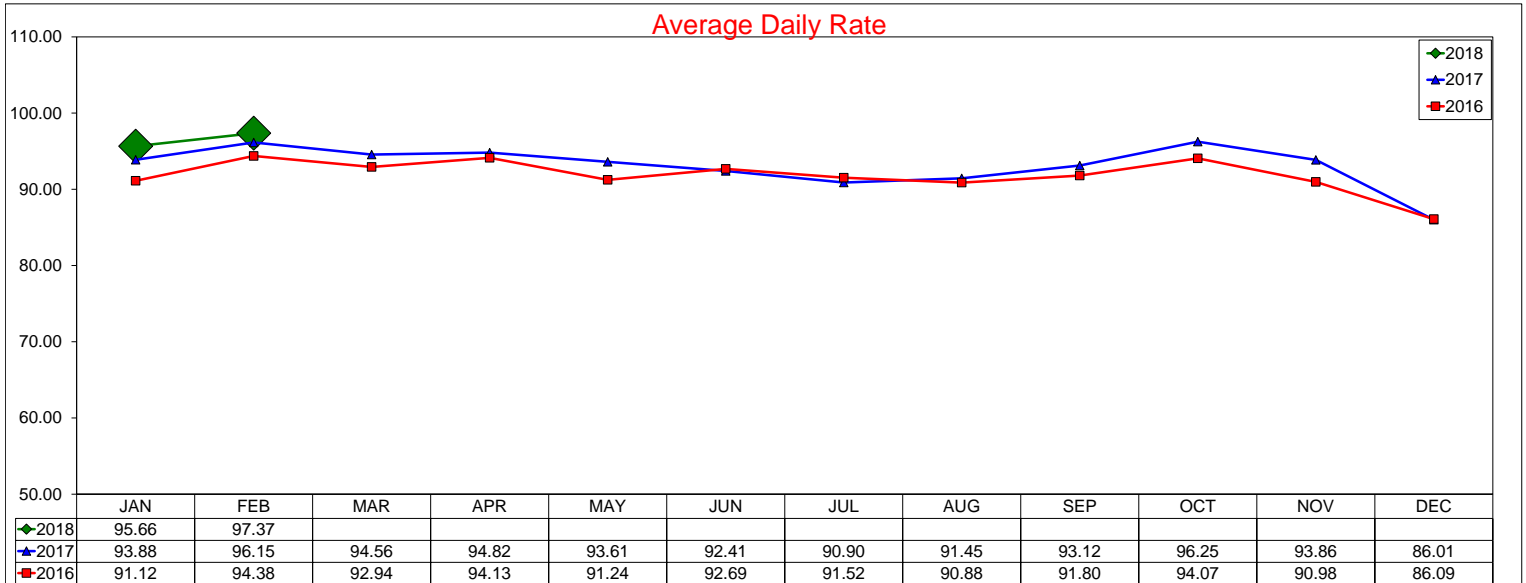


12 month RevPAR Rolling Average through February 2018 is \$103.07 with a change from last year of 0.6%

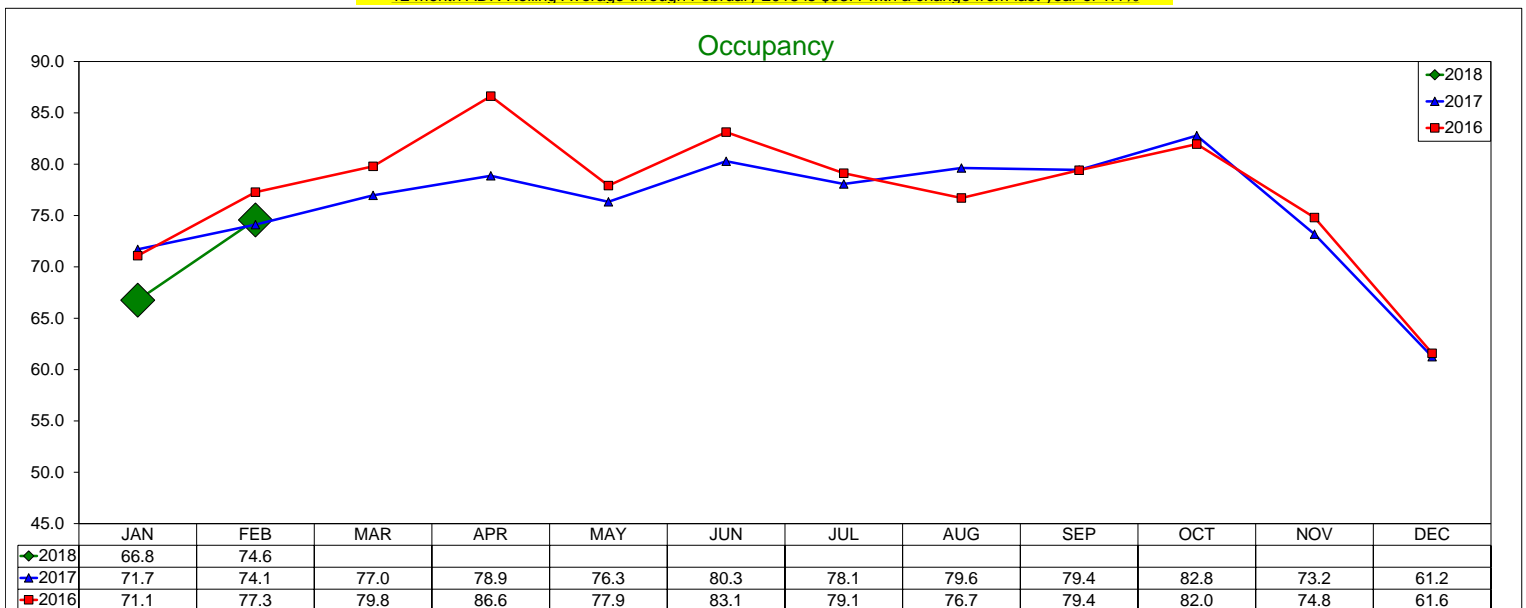
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - All Suite/Extended Stay - Irving

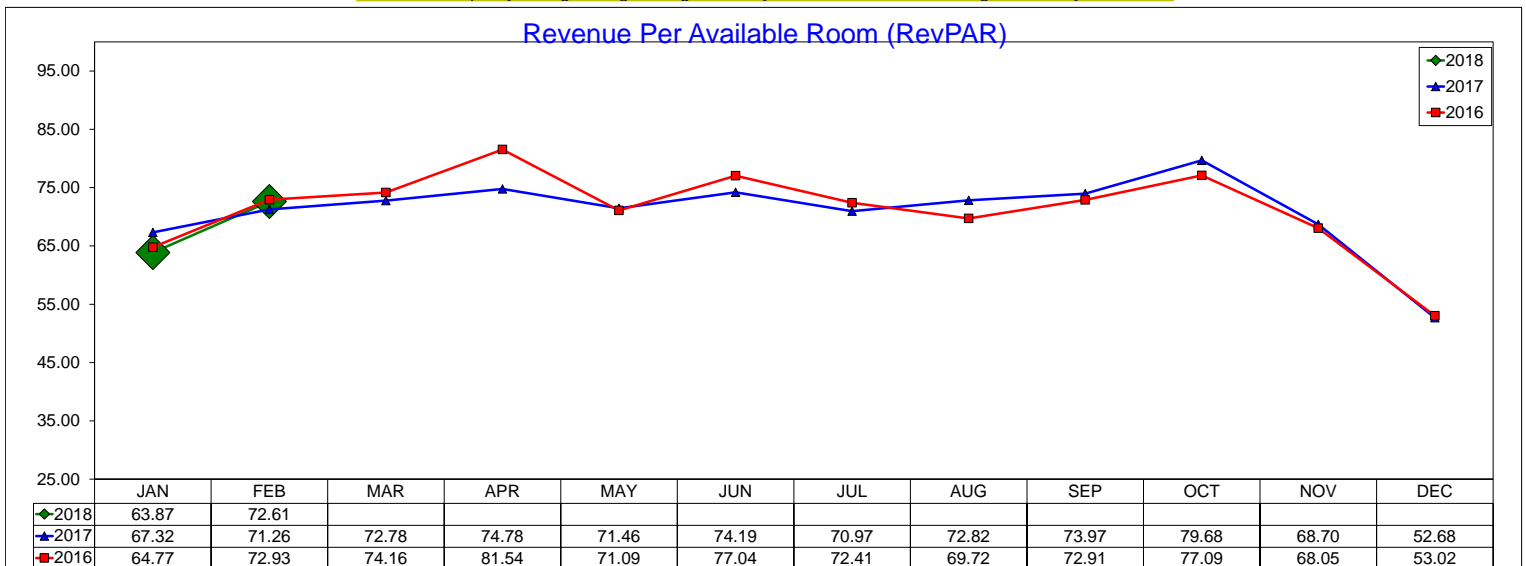
February 2018



12 month ADR Rolling Average through February 2018 is \$93.4 with a change from last year of 1.1%



12 month Occupancy Rolling Average through February 2018 is 75.67% with a change from last year of -1.8%

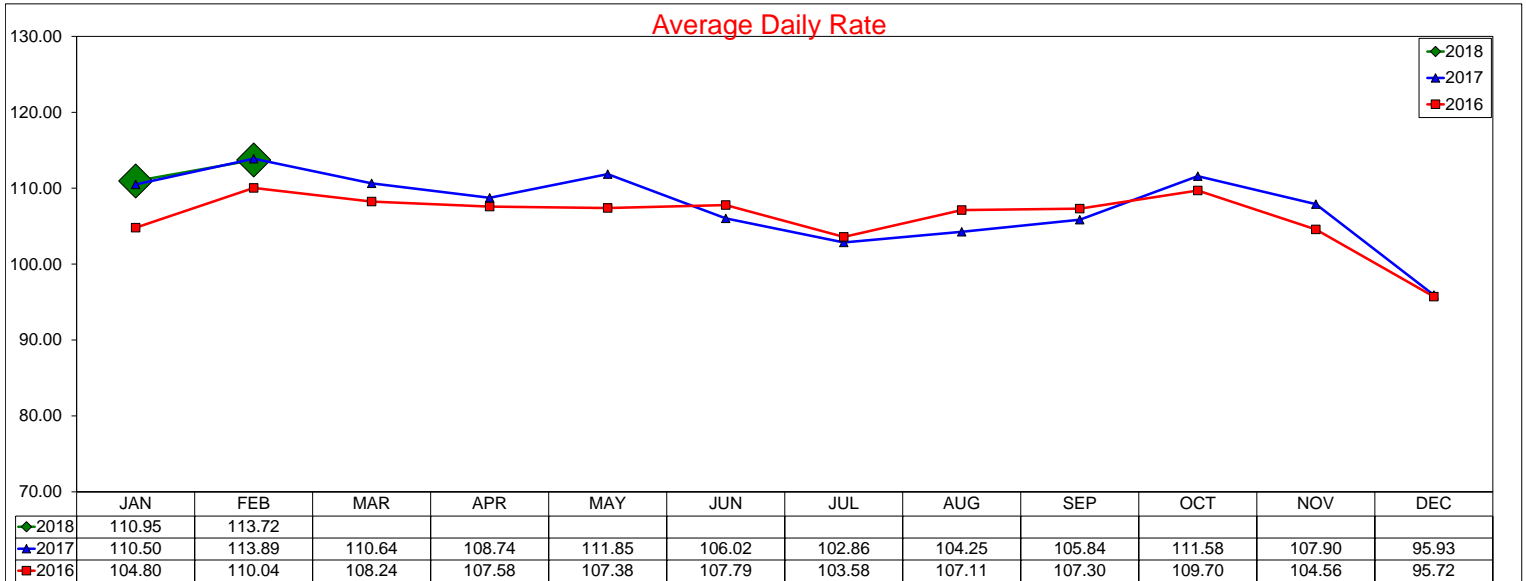


12 month RevPAR Rolling Average through February 2018 is \$70.67 with a change from last year of -0.8%

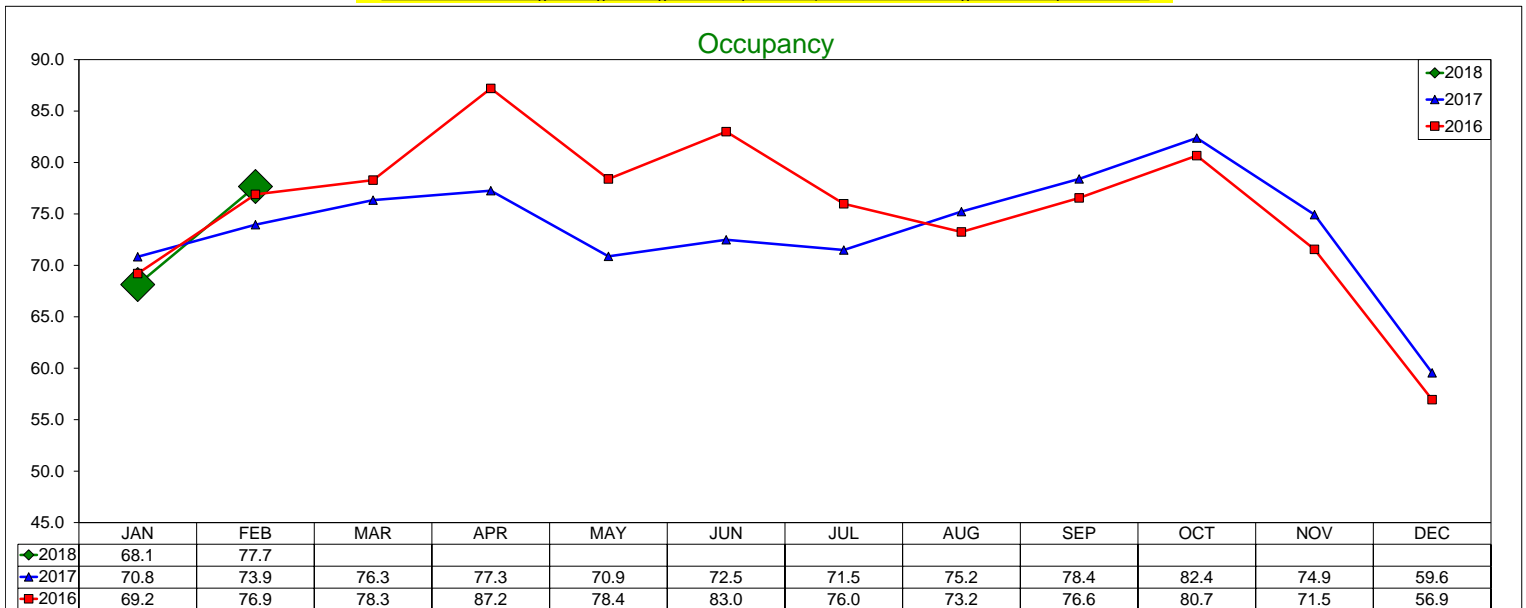
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Limited Service - Irving

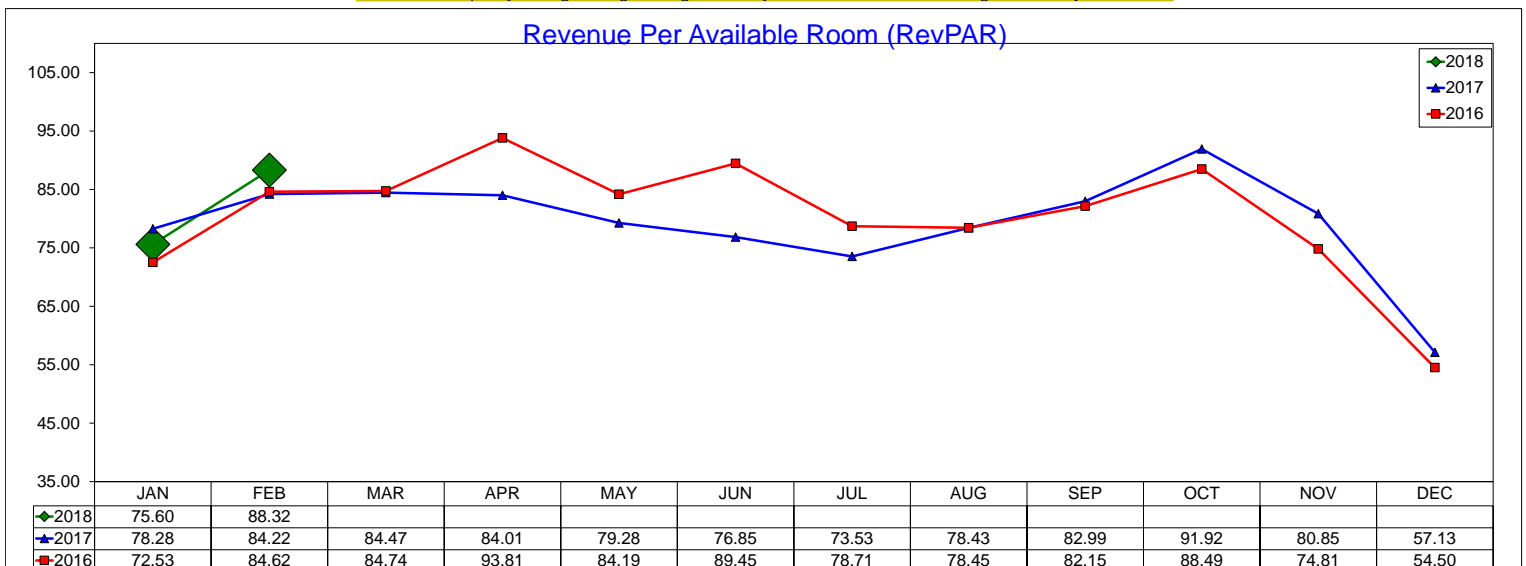
February 2018



12 month ADR Rolling Average through February 2018 is \$107.64 with a change from last year of 0.9%



12 month Occupancy Rolling Average through February 2018 is 73.69% with a change from last year of -2.6%

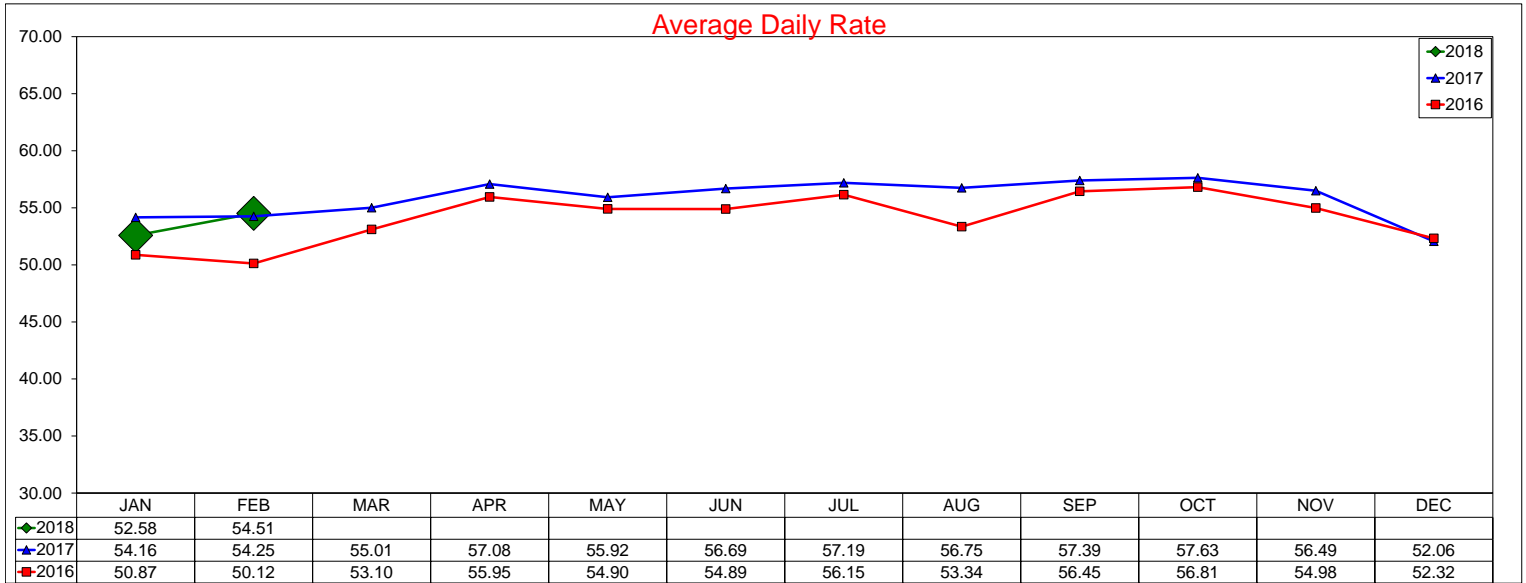


12 month RevPAR Rolling Average through February 2018 is \$79.32 with a change from last year of -1.7%

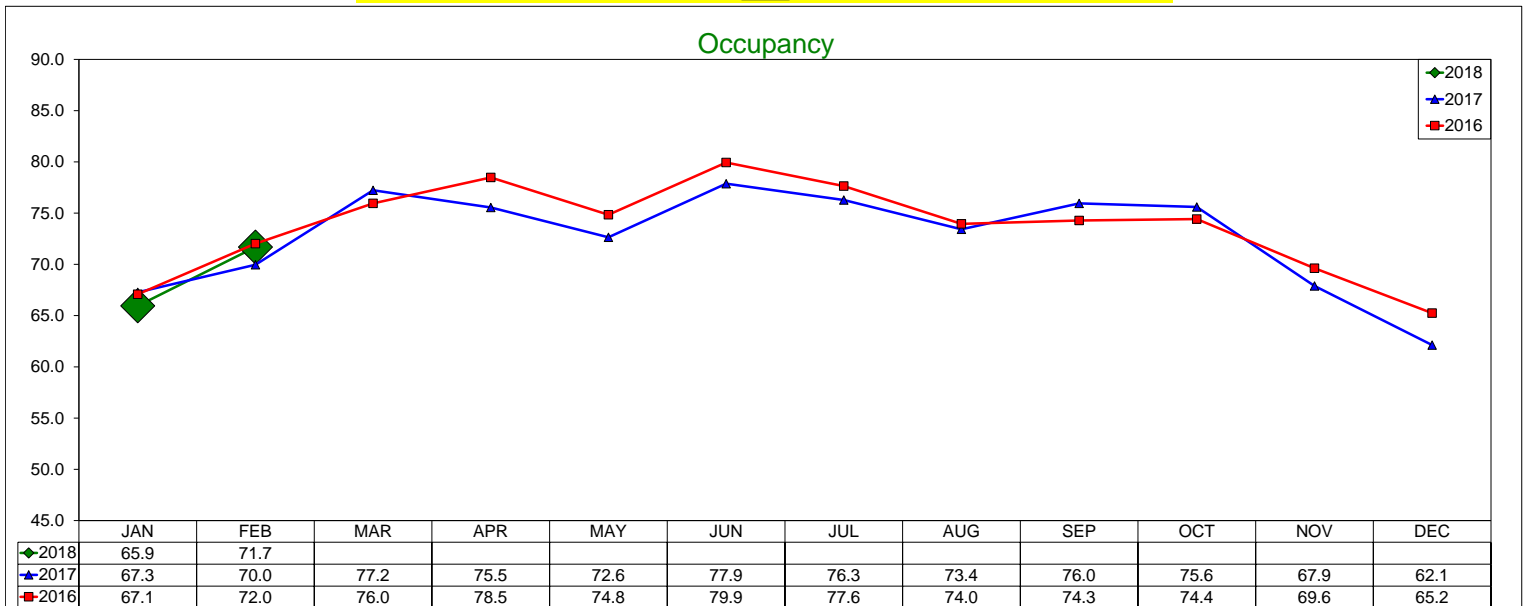
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Budget - Irving

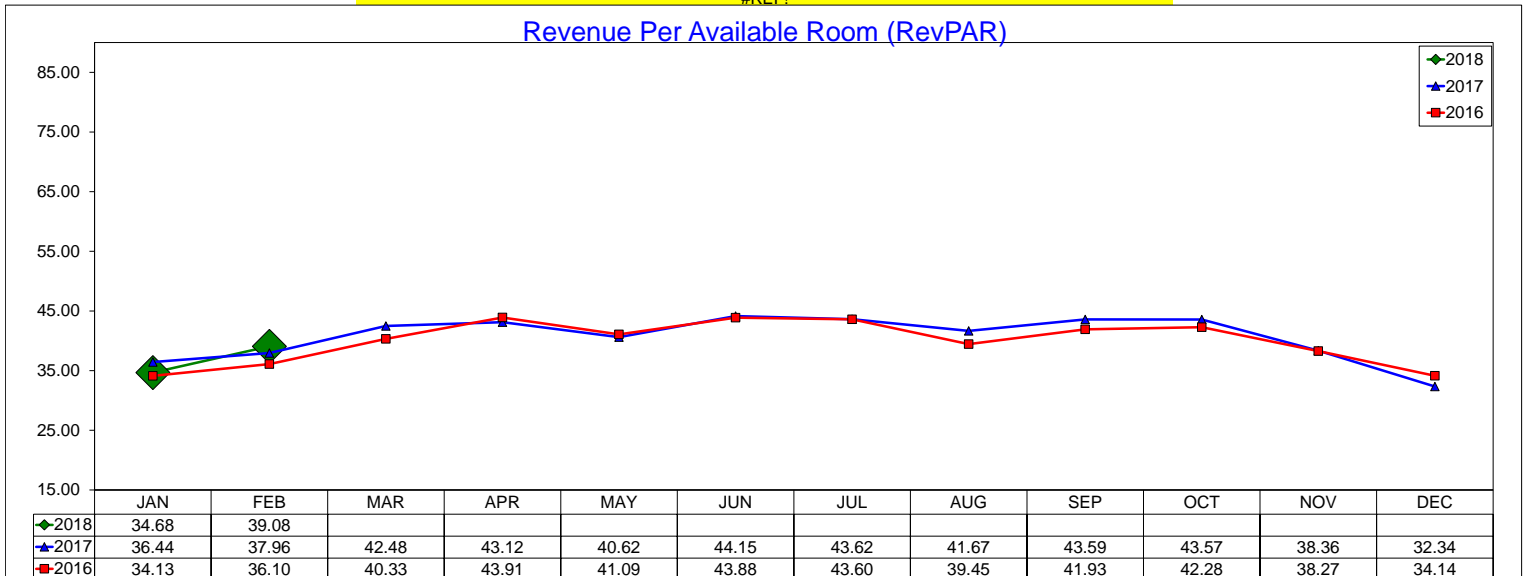
February 2018



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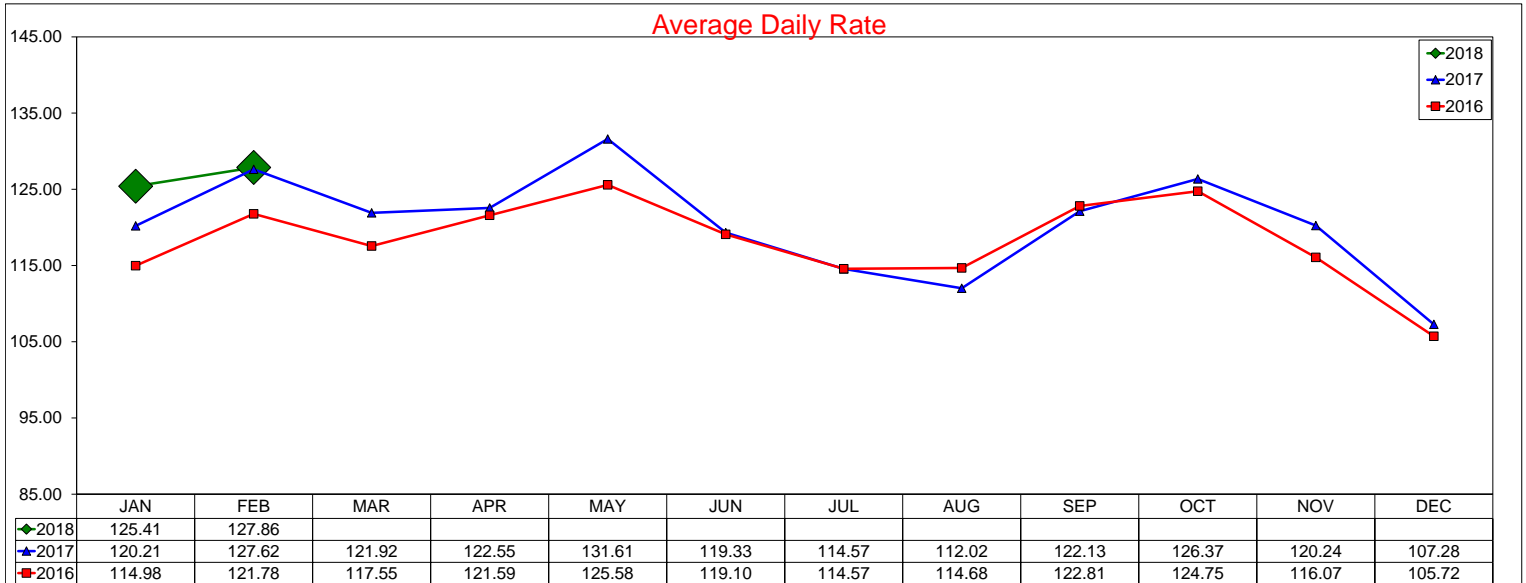


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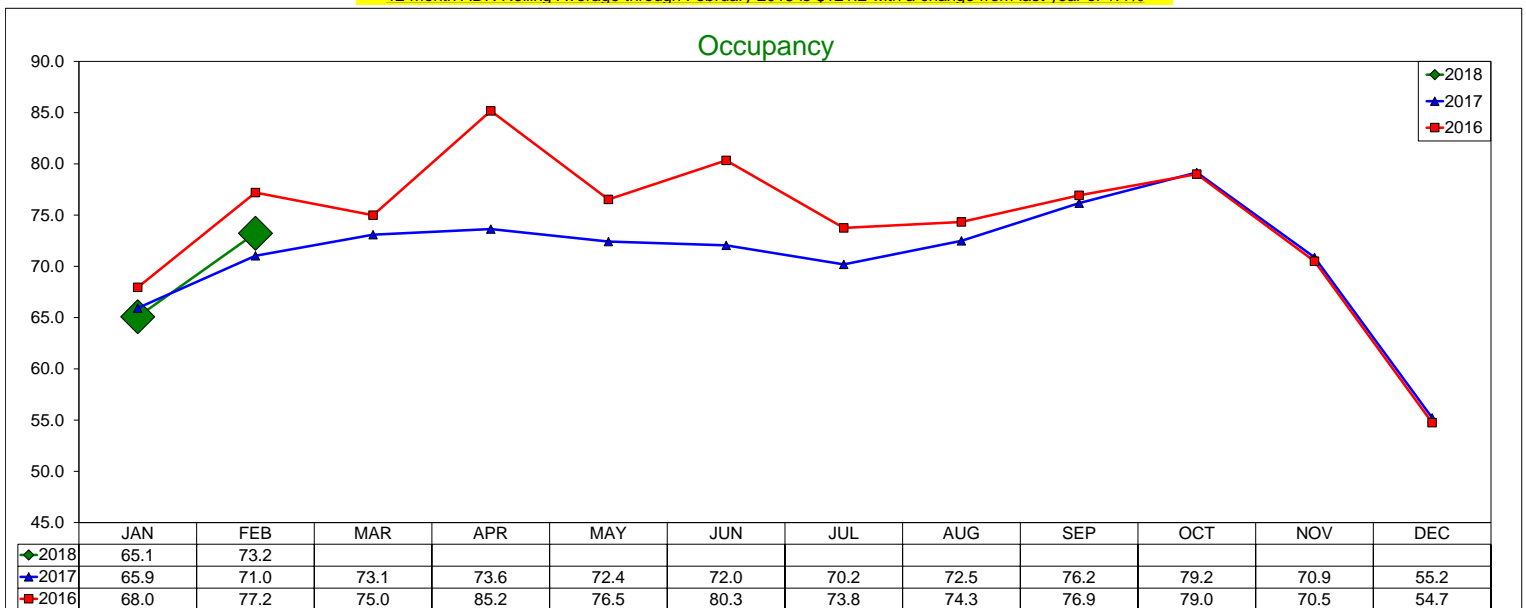
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Las Colinas

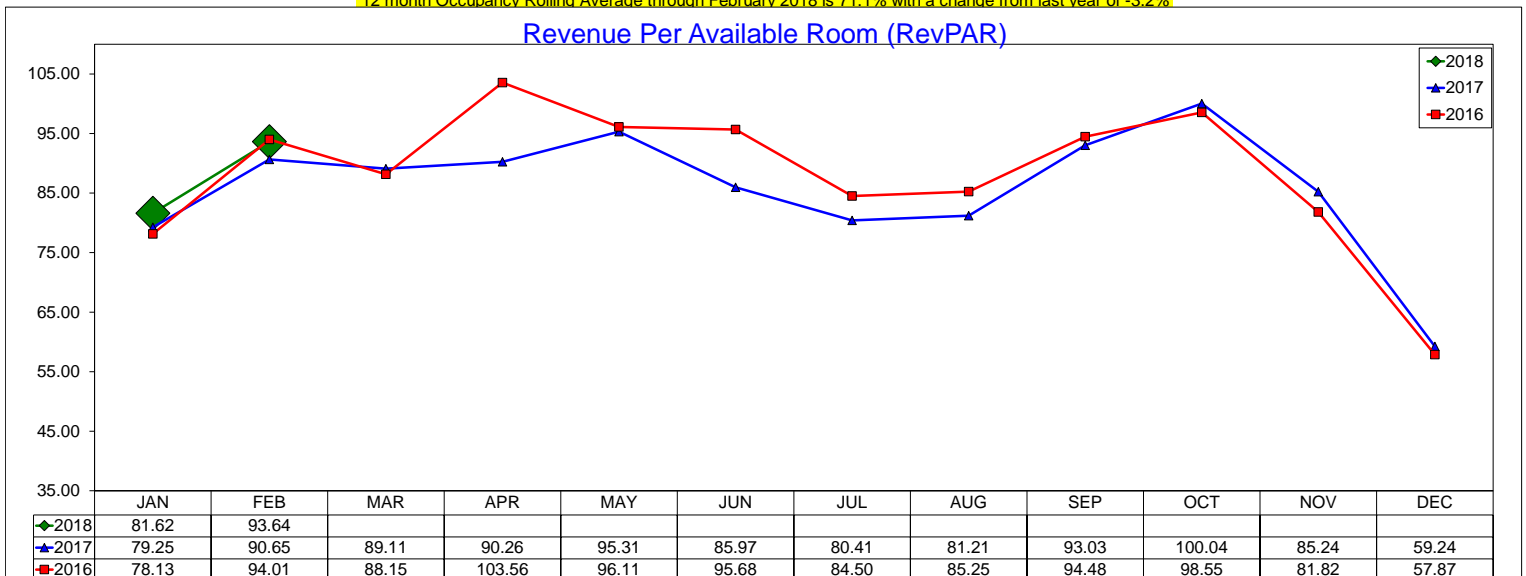
February 2018



12 month ADR Rolling Average through February 2018 is \$121.2 with a change from last year of 1.4%



12 month Occupancy Rolling Average through February 2018 is 71.1% with a change from last year of -3.2%

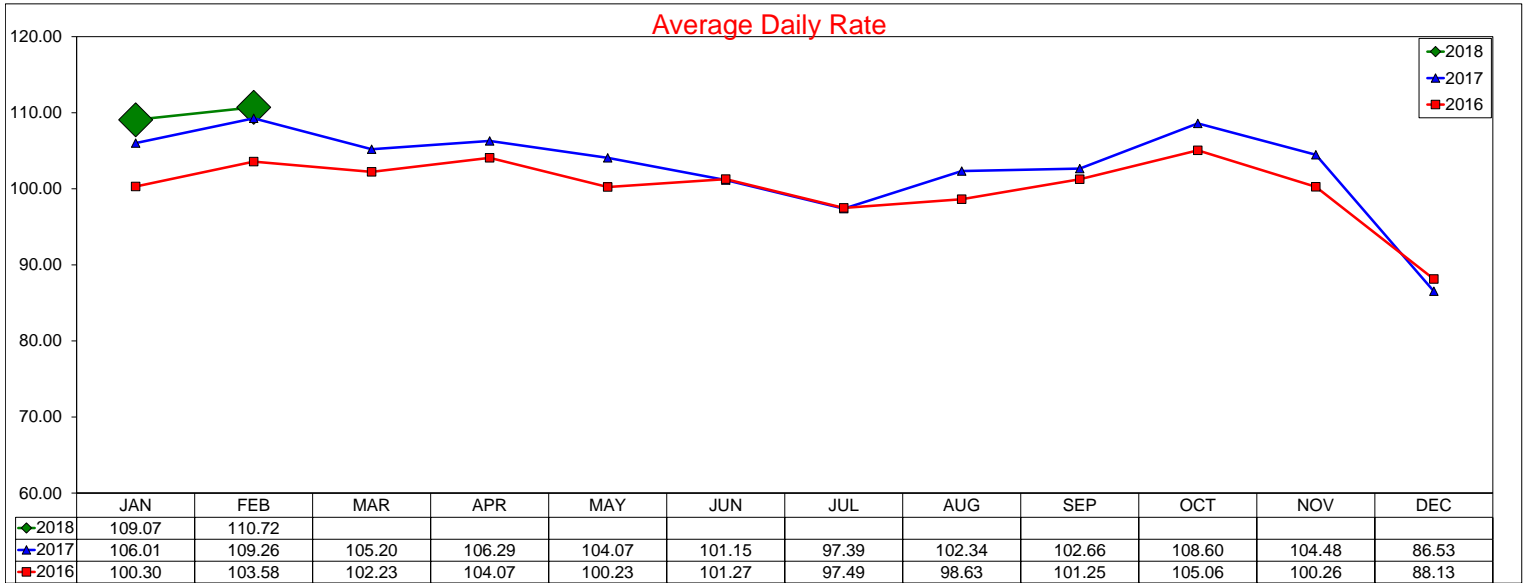


12 month RevPAR Rolling Average through February 2018 is \$86.17 with a change from last year of -1.8%

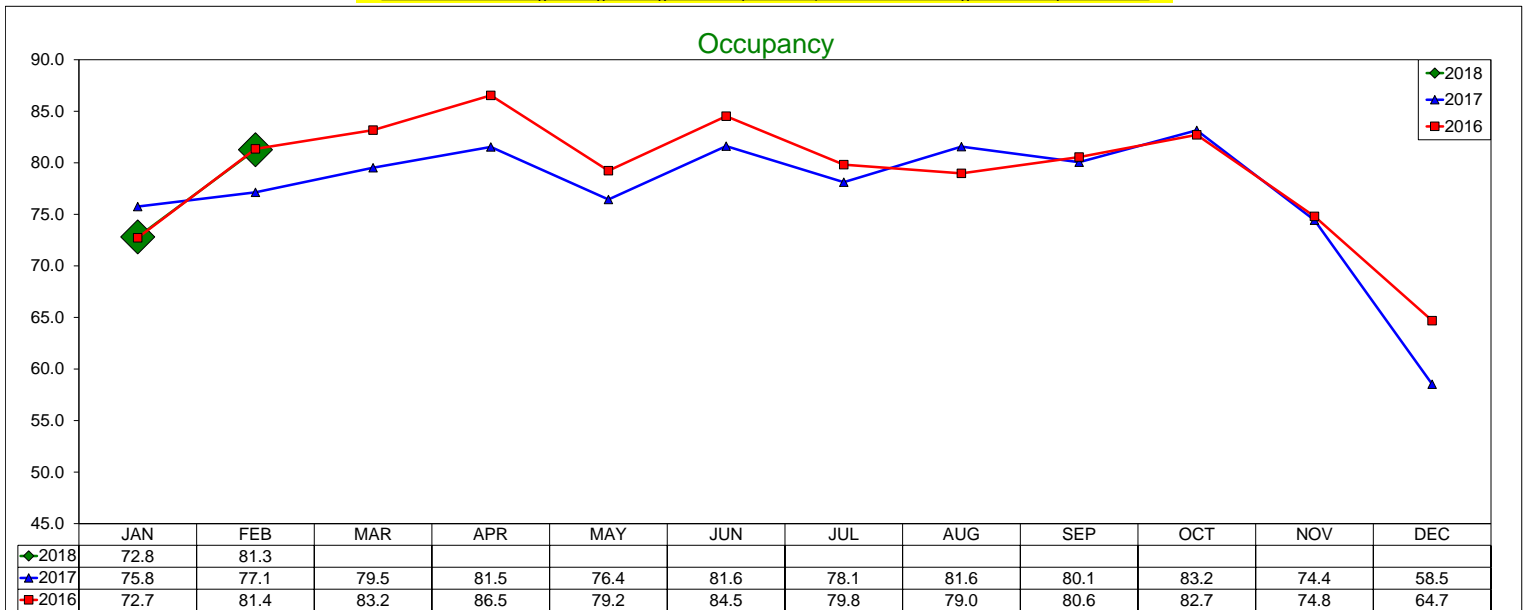
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - DFW North

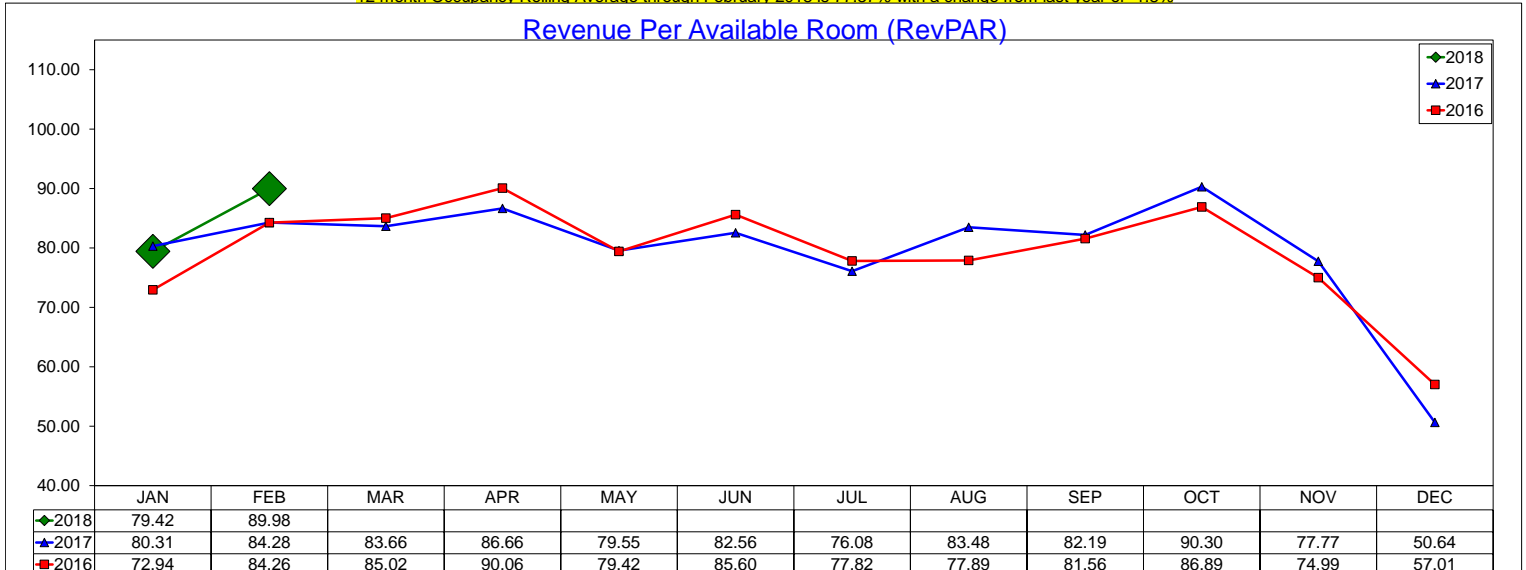
February 2018



12 month ADR Rolling Average through February 2018 is \$103.51 with a change from last year of 2.2%



12 month Occupancy Rolling Average through February 2018 is 77.37% with a change from last year of -1.8%

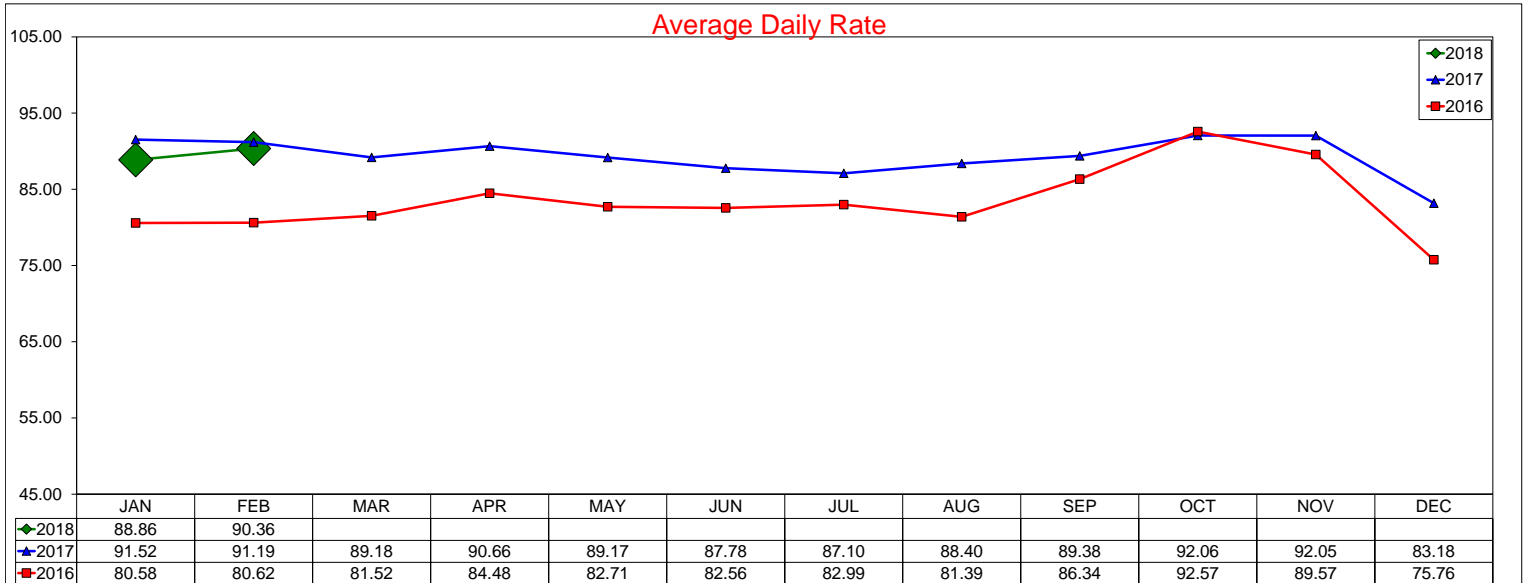


12 month RevPAR Rolling Average through February 2018 is \$80.09 with a change from last year of 0.4%

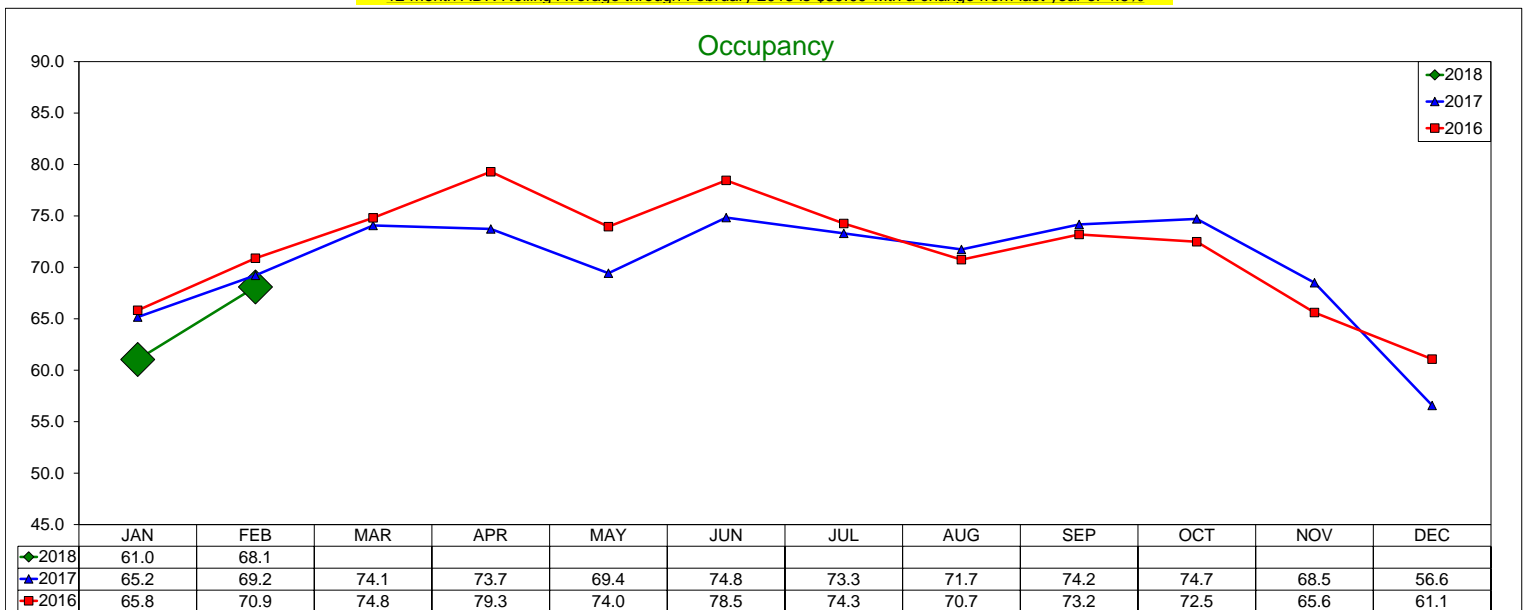
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - DFW South

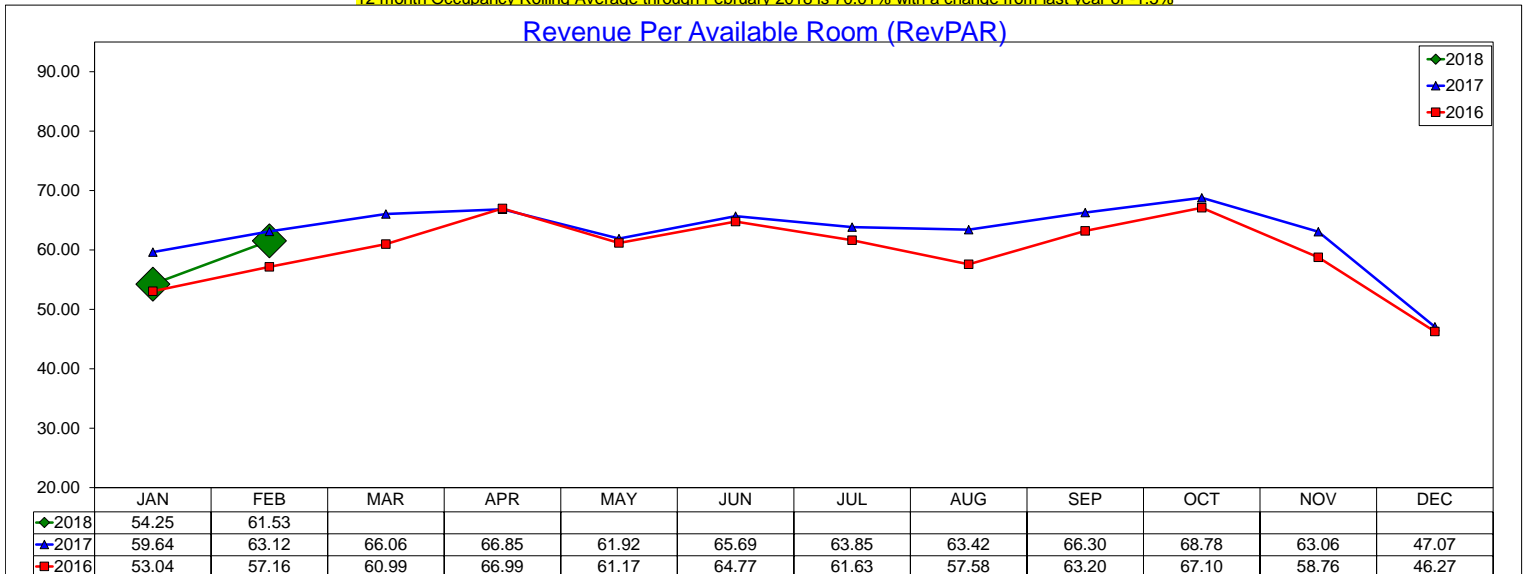
February 2018



12 month ADR Rolling Average through February 2018 is \$89.09 with a change from last year of 4.6%



12 month Occupancy Rolling Average through February 2018 is 70.01% with a change from last year of -1.5%

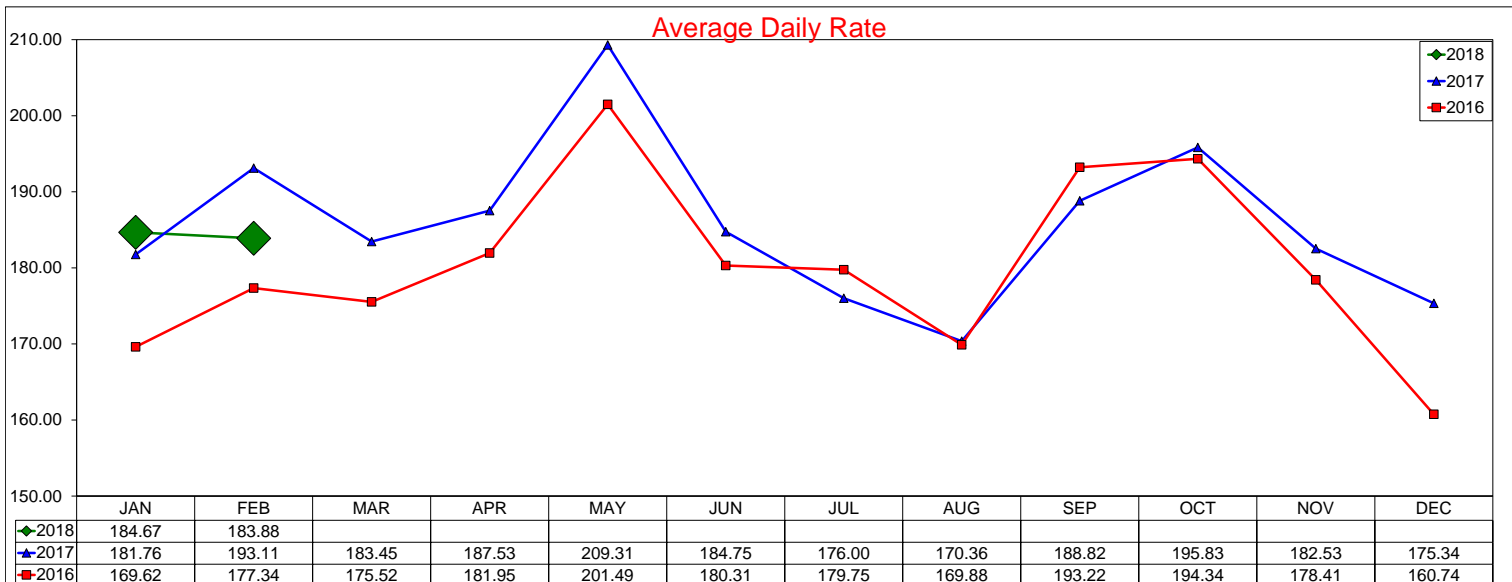


12 month RevPAR Rolling Average through February 2018 is \$62.37 with a change from last year of 2.9%

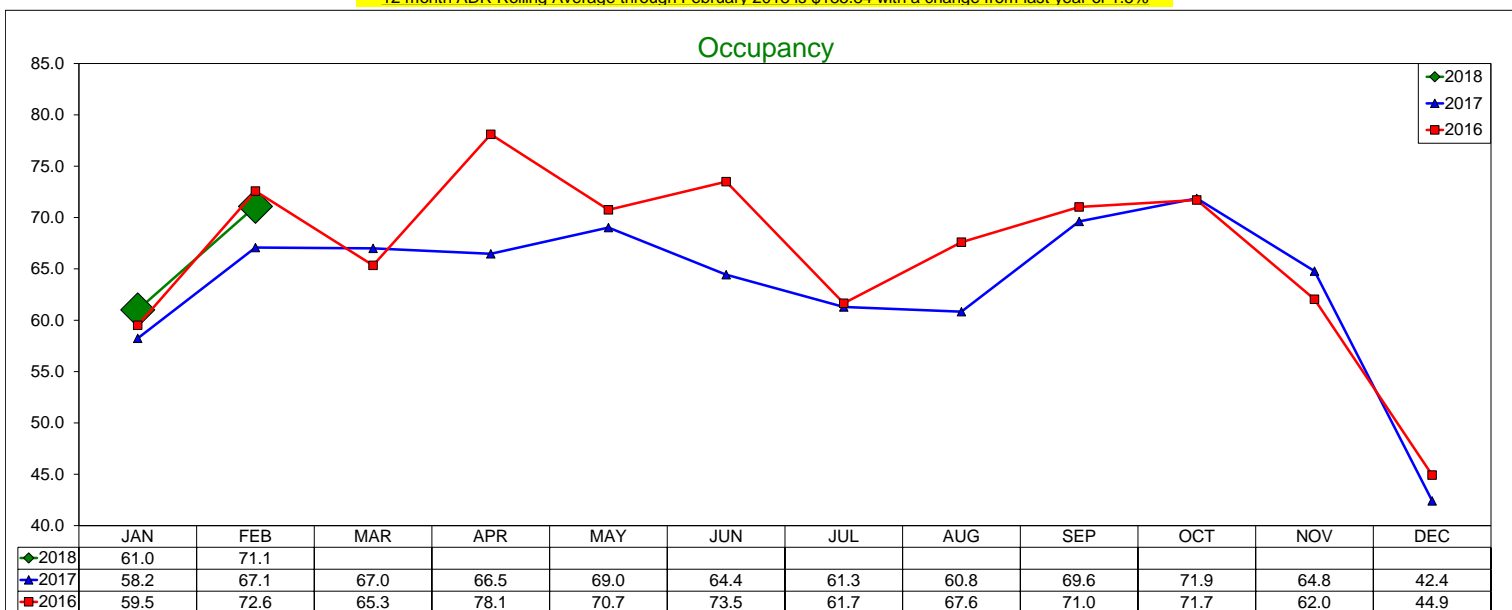
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Full Service - Las Colinas

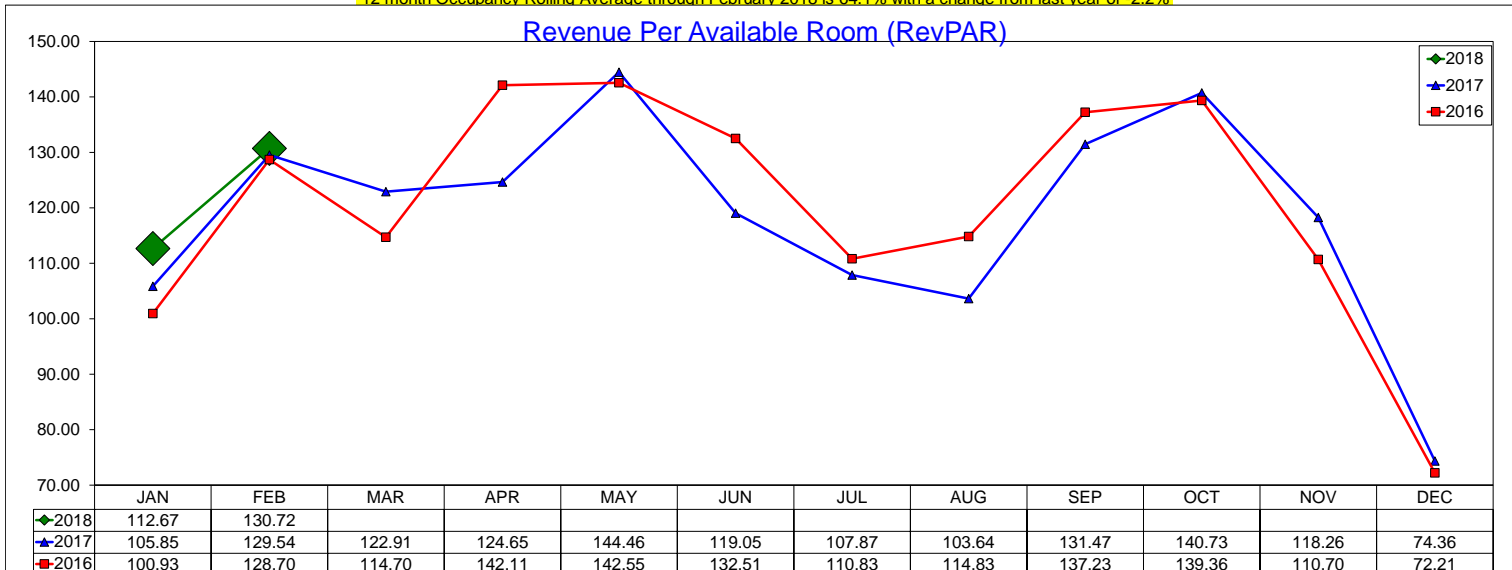
February 2018



12 month ADR Rolling Average through February 2018 is \$185.84 with a change from last year of 1.5%



12 month Occupancy Rolling Average through February 2018 is 64.1% with a change from last year of -2.2%

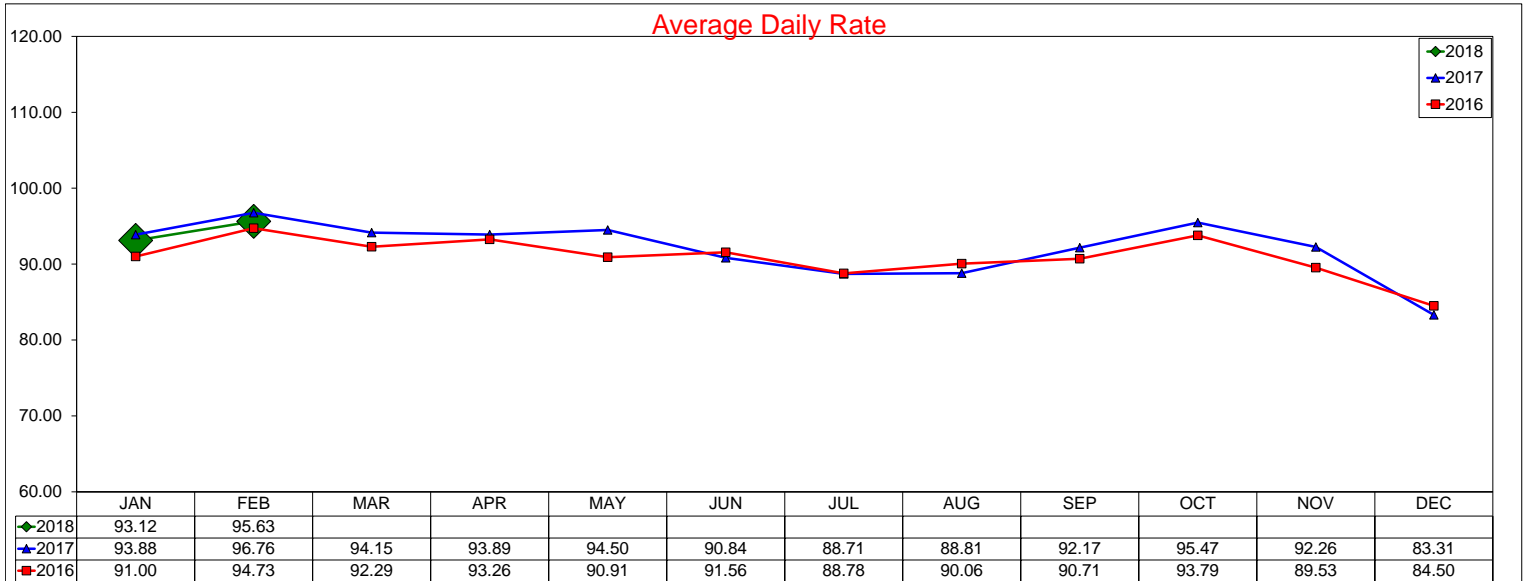


12 month RevPAR Rolling Average through February 2018 is \$119.13 with a change from last year of -0.7%

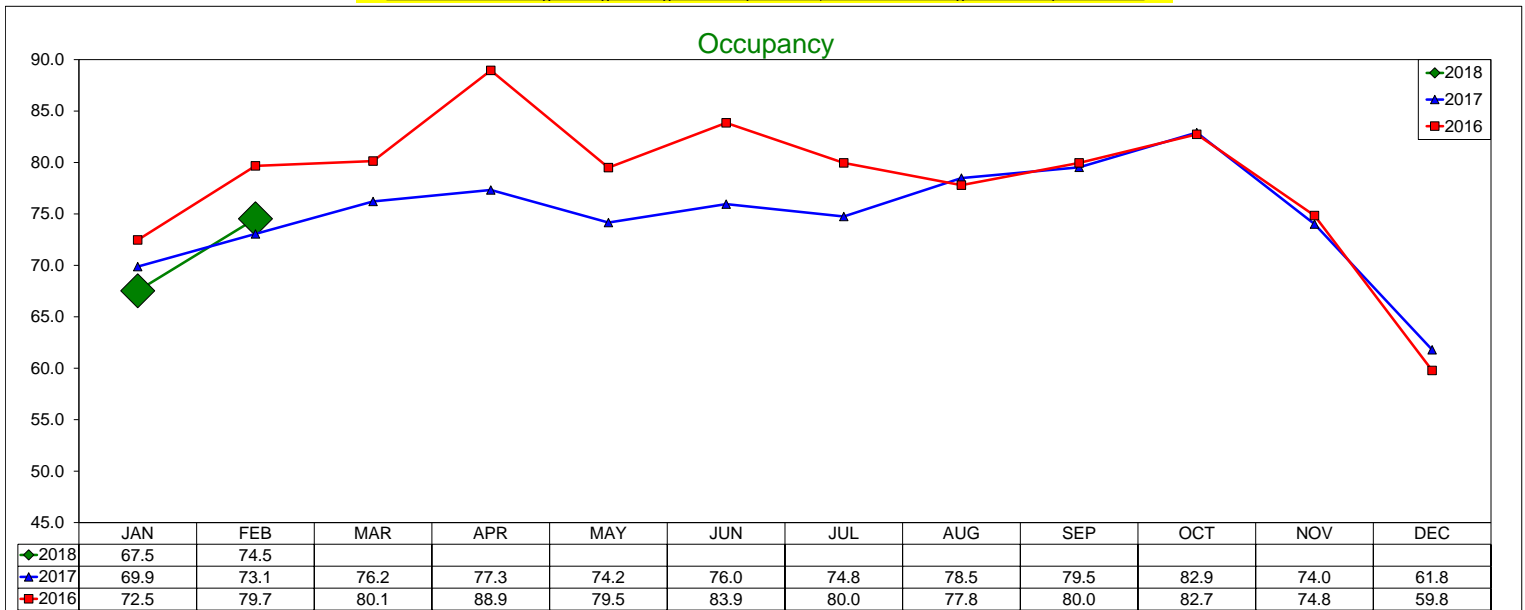
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Limited Service - Las Colinas

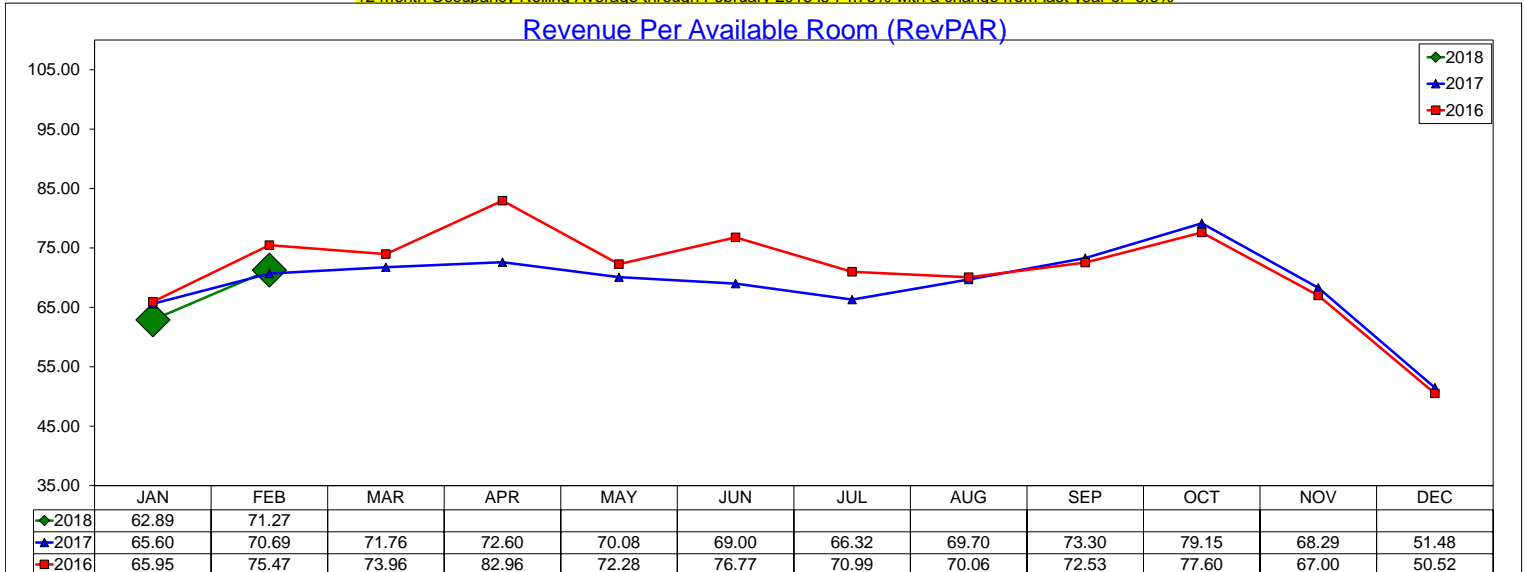
February 2018



12 month ADR Rolling Average through February 2018 is \$91.99 with a change from last year of 1.1%



12 month Occupancy Rolling Average through February 2018 is 74.78% with a change from last year of -3.6%

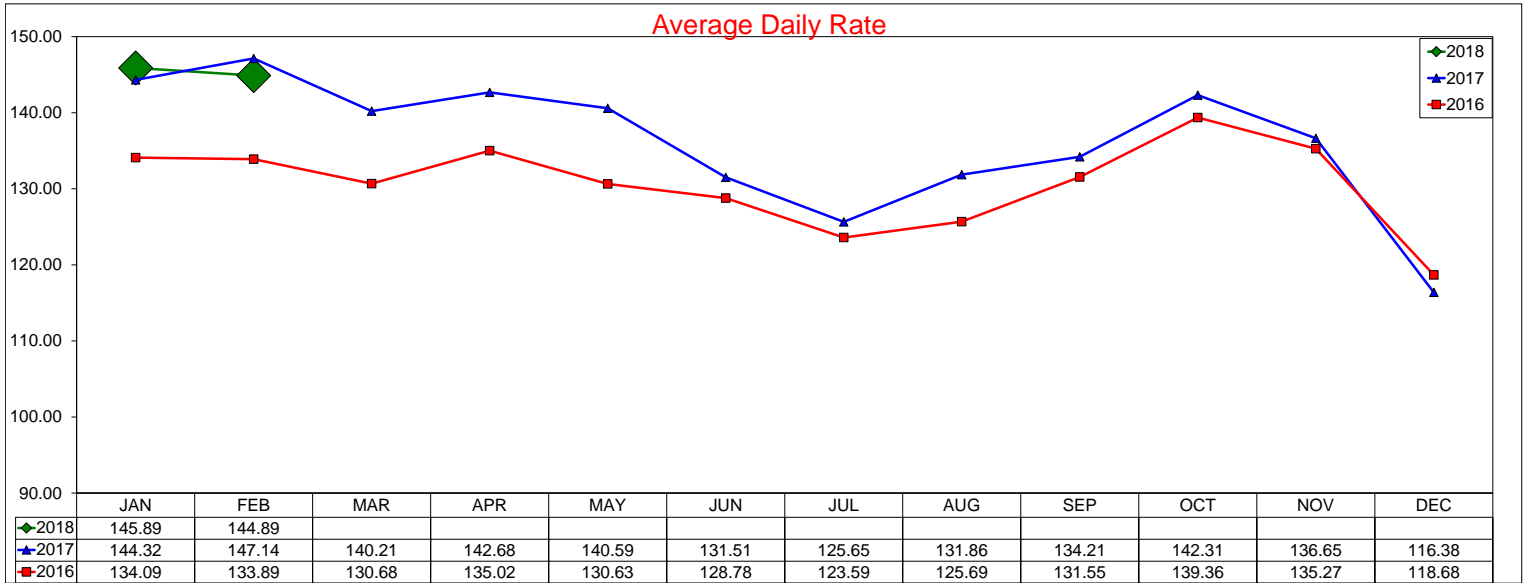


12 month RevPAR Rolling Average through February 2018 is \$68.8 with a change from last year of -2.6%

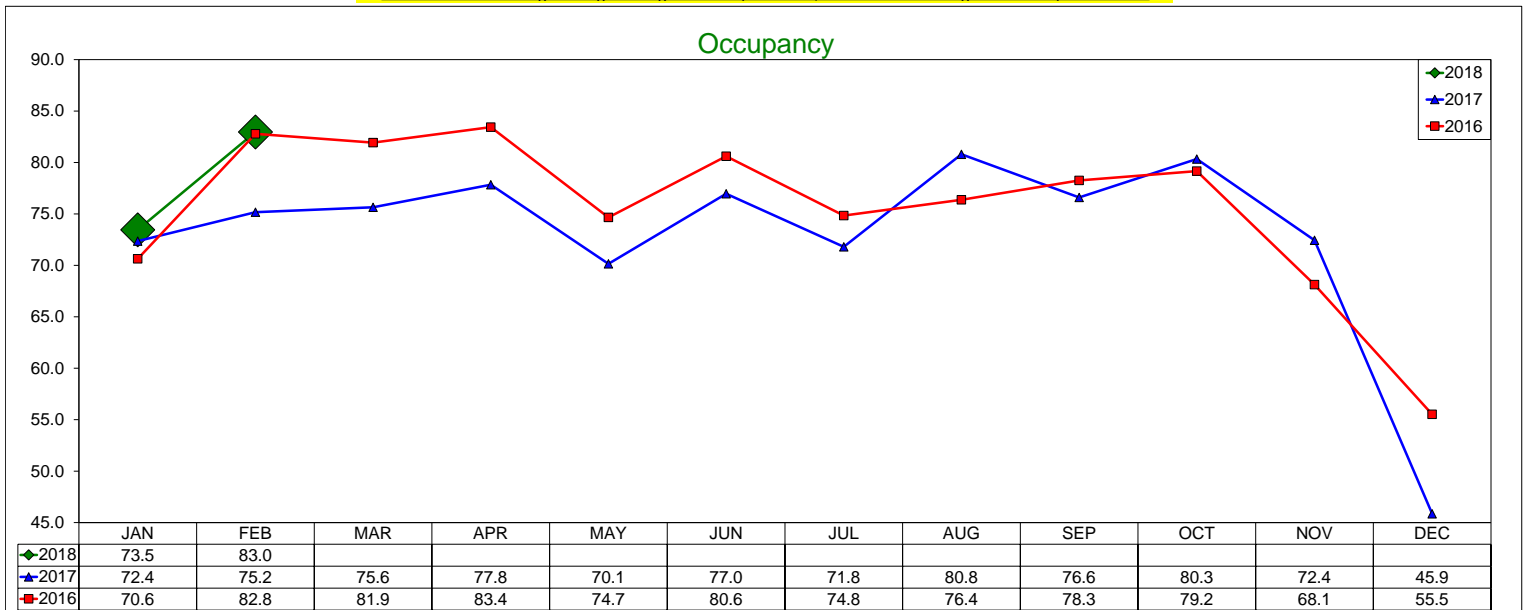
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Full Service - DFW North

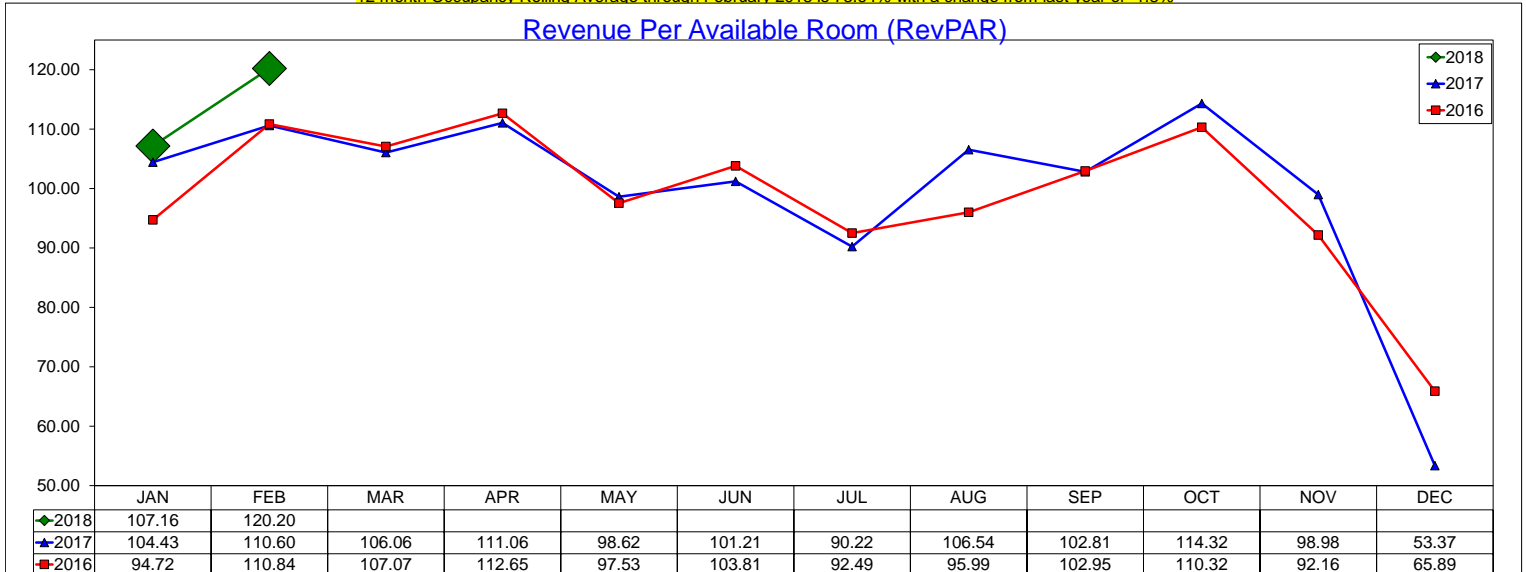
February 2018



12 month ADR Rolling Average through February 2018 is \$136.74 with a change from last year of 3.1%

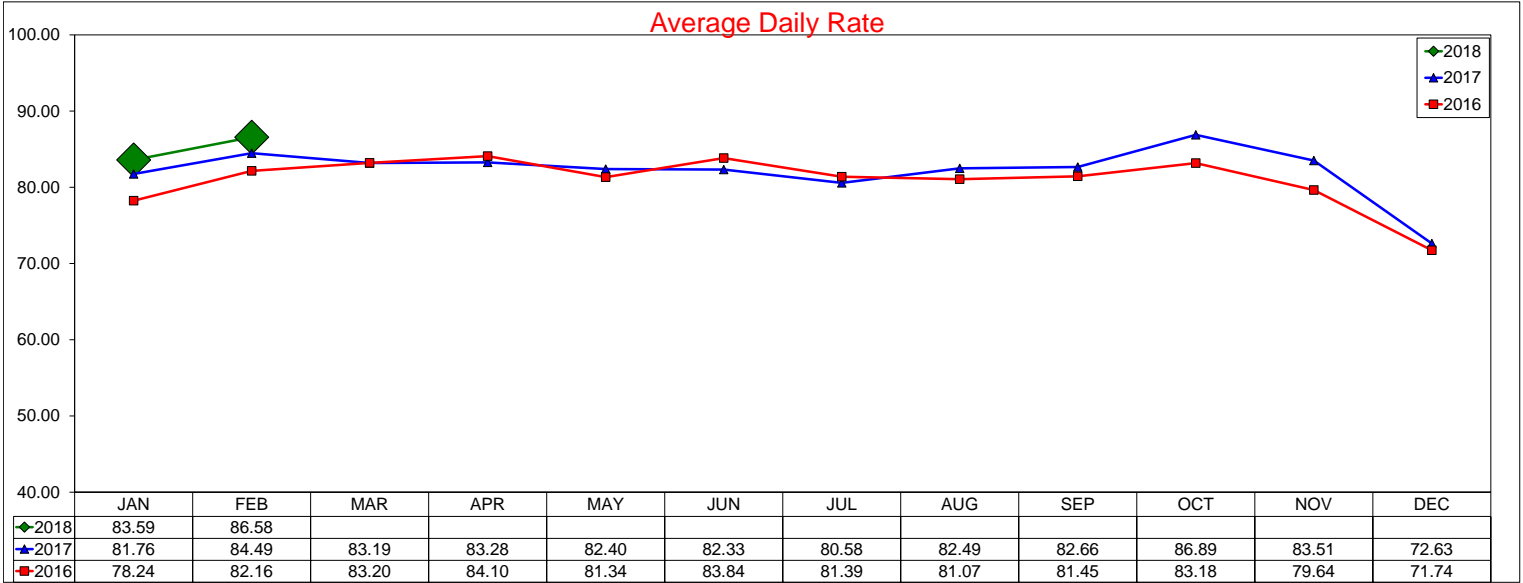


12 month Occupancy Rolling Average through February 2018 is 73.64% with a change from last year of -1.8%

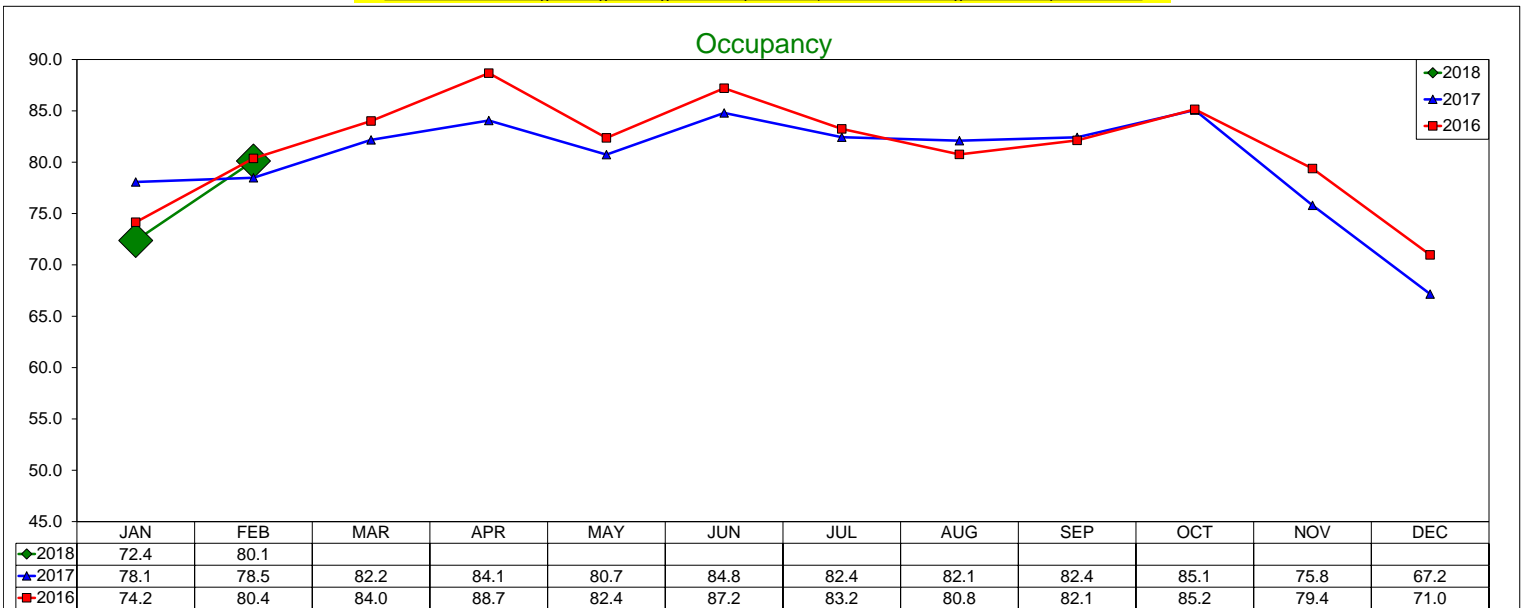


12 month RevPAR Rolling Average through February 2018 is \$100.69 with a change from last year of 1.2%

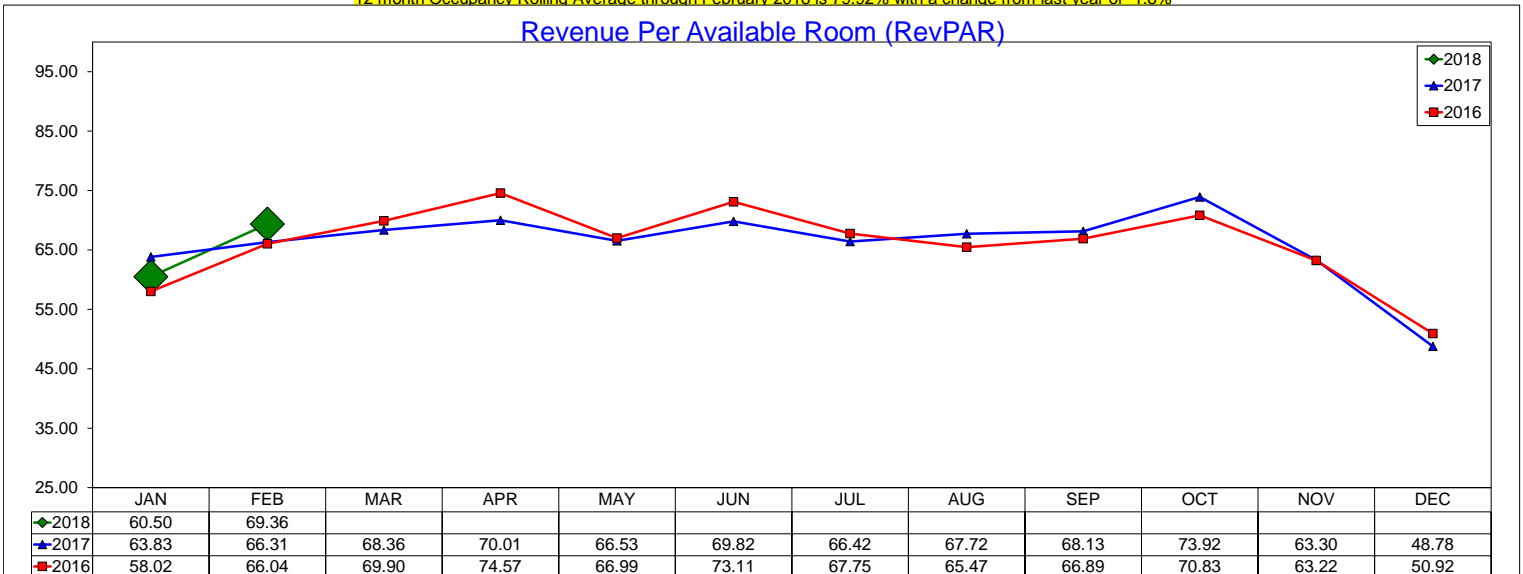
IRVING CONVENTION & VISITORS BUREAU
 Three Year Comparison - Limited Service - DFW North
 February 2018



12 month ADR Rolling Average through February 2018 is \$82.62 with a change from last year of 1.3%

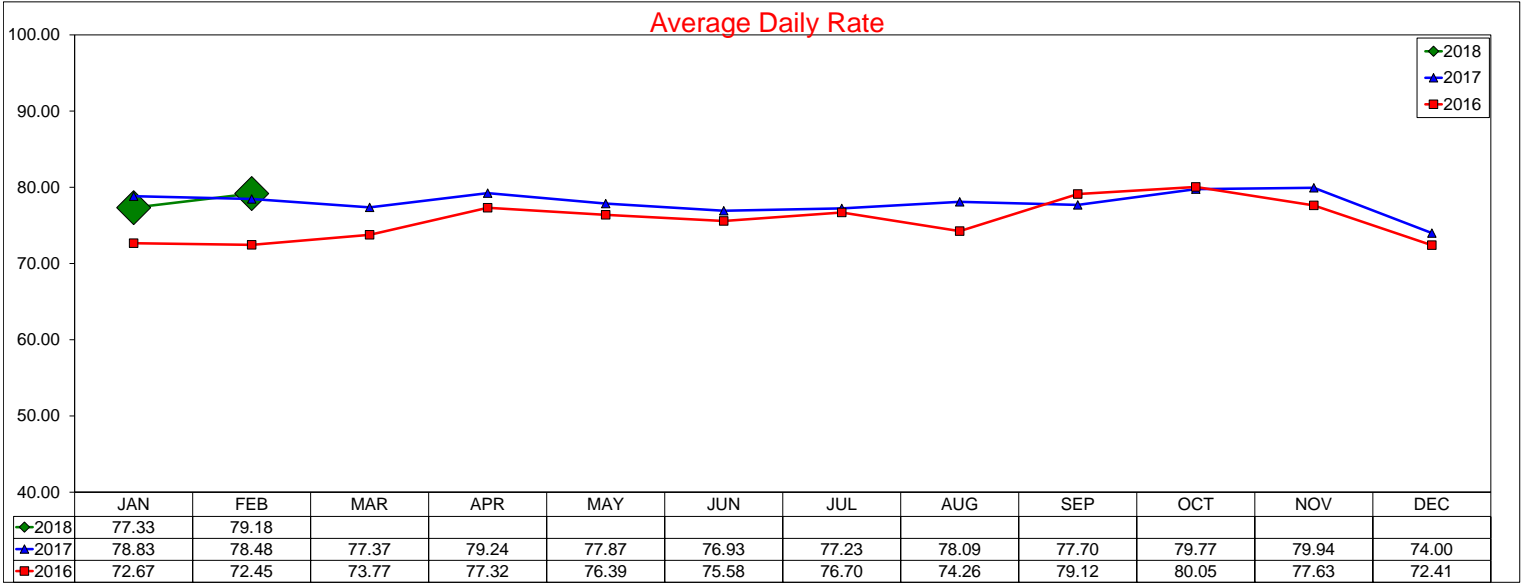


12 month Occupancy Rolling Average through February 2018 is 79.92% with a change from last year of -1.8%

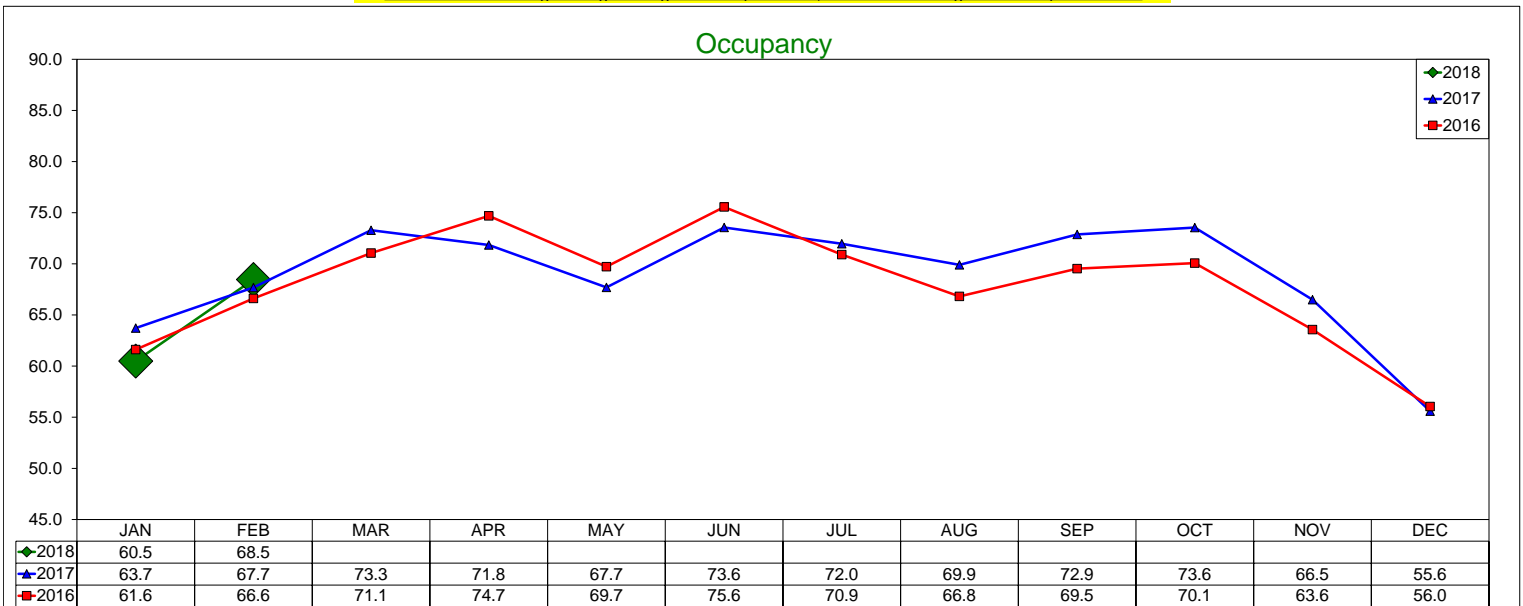


12 month RevPAR Rolling Average through February 2018 is \$66.02 with a change from last year of -0.5%

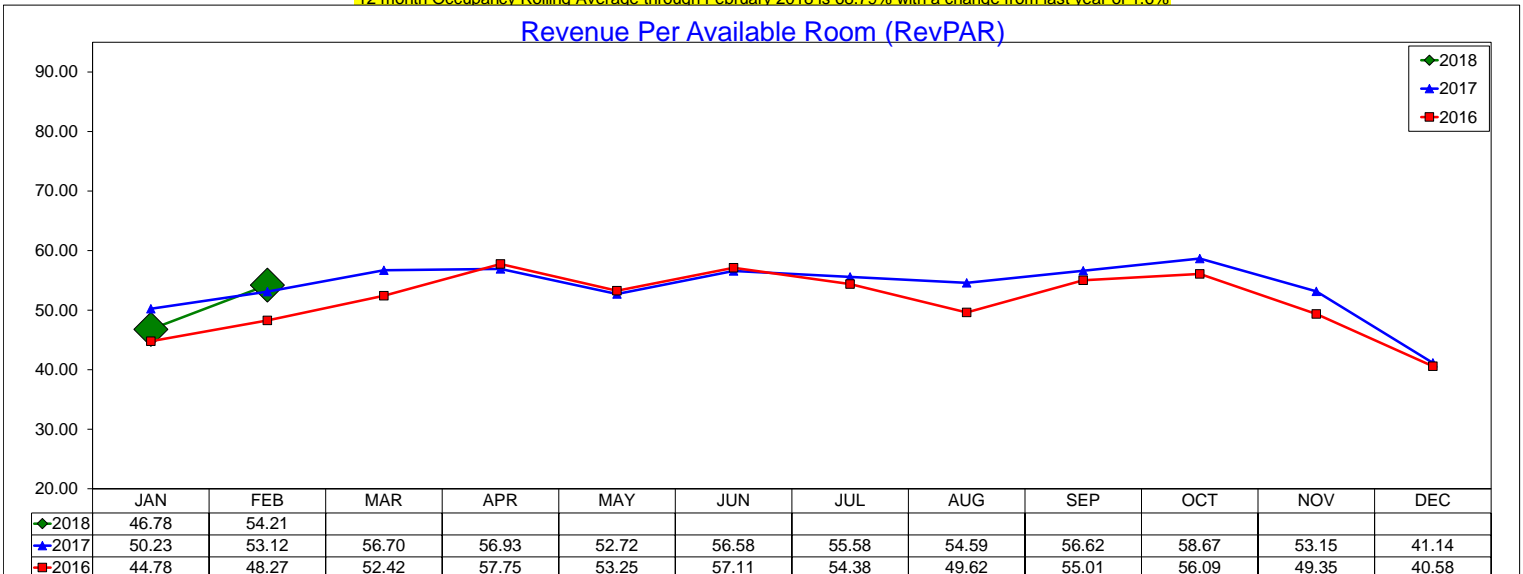
IRVING CONVENTION & VISITORS BUREAU
 Three Year Comparison - Limited Service - DFW South
 February 2018



12 month ADR Rolling Average through February 2018 is \$77.94 with a change from last year of 1.5%



12 month Occupancy Rolling Average through February 2018 is 68.79% with a change from last year of 1.6%



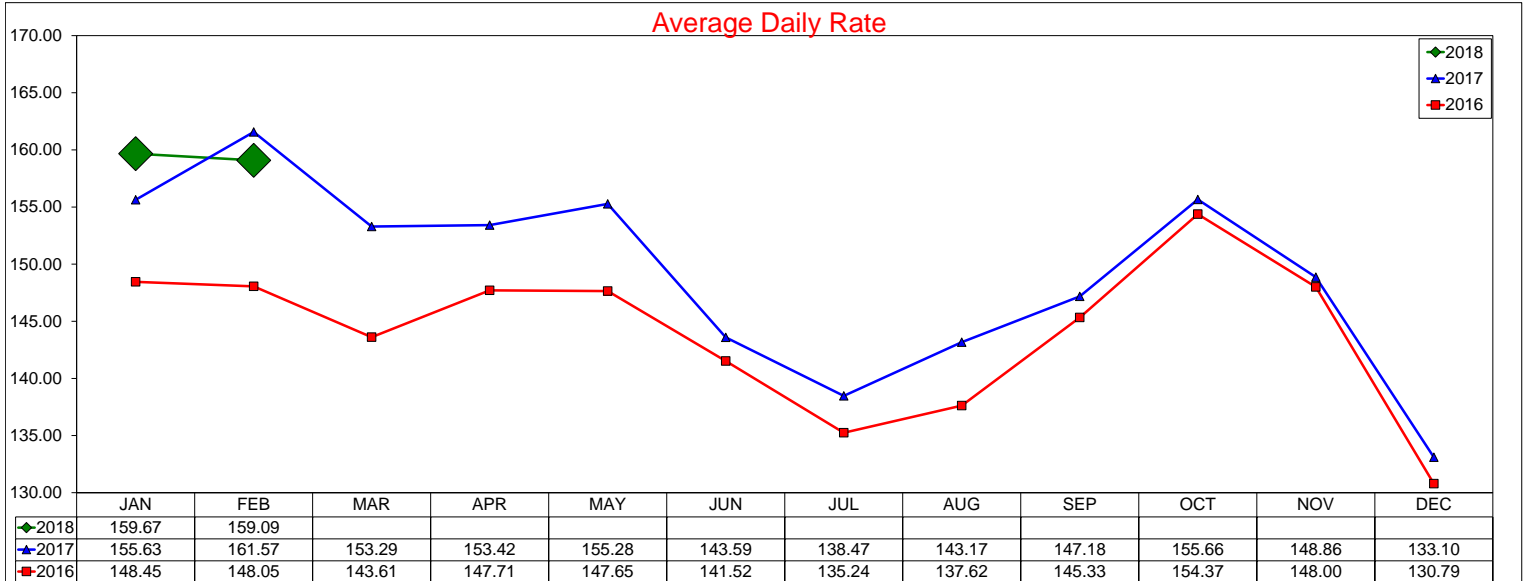
12 month RevPAR Rolling Average through February 2018 is \$53.61 with a change from last year of 3.1%

IRVING CONVENTION & VISITORS BUREAU

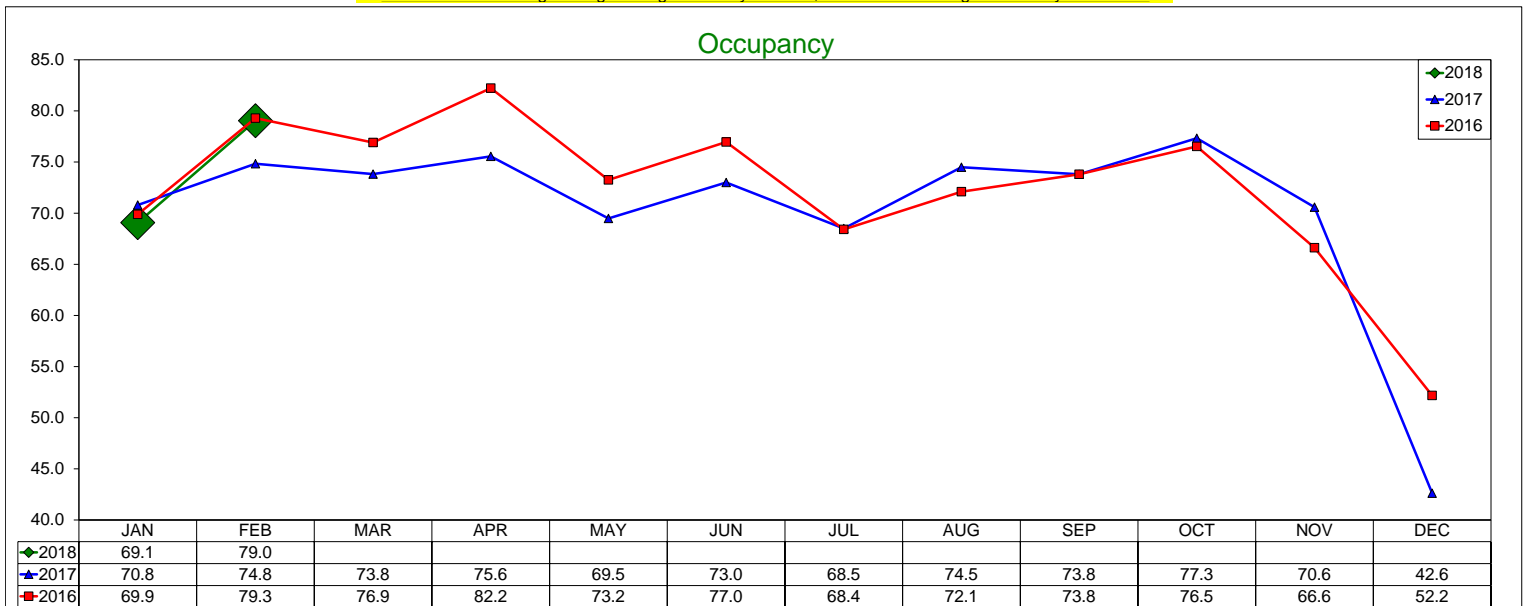
Three Year Comparison - ICC Comp Set

February 2018

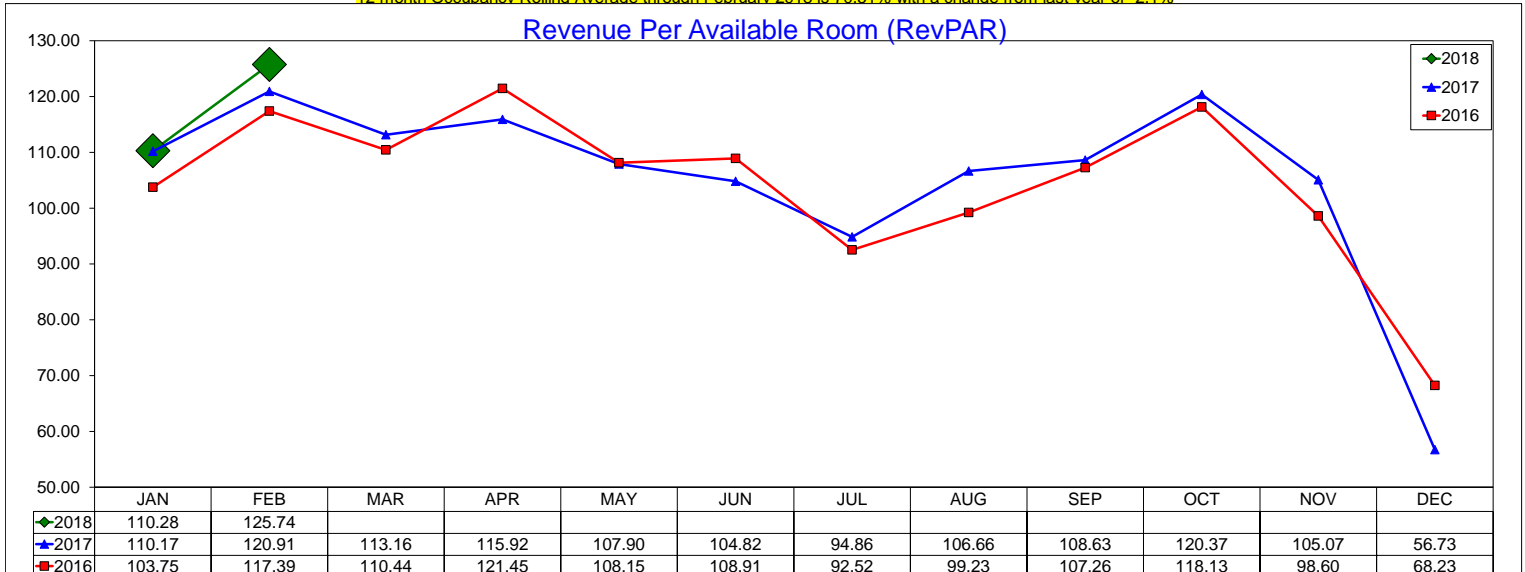
Comp set includes: Marriott Las Colinas, Omni Mandalay, Marriott DFW, Sheraton DFW, Westin DFW



12 month ADR Rolling Average through February 2018 is \$149.83 with a change from last year of 2.6%



12 month Occupancy Rolling Average through February 2018 is 70.51% with a change from last year of -2.1%



12 month RevPAR Rolling Average through February 2018 is \$105.65 with a change from last year of 0.5%