

# Tab 4 - Multi-Segment

Irving TX CVB

For the month of: March 2018

	Current Month - March 2018 vs March 2017												Year to Date - March 2018 vs March 2017											
	Occ %		ADR		RevPAR		Percent Change from March 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	68.5	67.9	131.56	127.70	90.17	86.75	0.9	3.0	3.9	6.0	2.0	2.9	61.6	61.0	127.37	124.25	78.46	75.83	0.9	2.5	3.5	5.6	2.0	3.0
Texas	71.9	69.5	112.60	108.04	80.98	75.14	3.4	4.2	7.8	10.8	2.8	6.3	65.8	63.0	107.35	105.11	70.60	66.21	4.4	2.1	6.6	9.5	2.7	7.2
Atlanta, GA	76.0	76.2	109.91	106.80	83.48	81.42	-0.4	2.9	2.5	4.1	1.6	1.2	69.4	69.6	112.07	107.70	77.78	74.91	-0.2	4.1	3.8	5.5	1.6	1.4
Arlington, TX	74.9	70.9	88.41	84.67	66.23	60.06	5.6	4.4	10.3	9.5	-0.7	4.8	67.3	65.9	87.95	89.30	59.16	58.88	2.0	-1.5	0.5	-0.3	-0.7	1.3
Charlotte, NC-SC	74.4	75.5	114.33	110.29	85.01	83.21	-1.4	3.7	2.2	5.8	3.6	2.1	67.3	67.6	111.70	109.53	75.13	74.02	-0.5	2.0	1.5	6.2	4.6	4.1
Fort Worth, TX+	74.8	75.8	105.98	102.93	79.30	77.97	-1.2	3.0	1.7	6.5	4.8	3.5	72.5	70.7	107.79	104.55	78.15	73.94	2.5	3.1	5.7	10.3	4.3	7.0
Frisco, TX+	72.1	76.9	143.35	135.19	103.41	103.97	-6.2	6.0	-0.5	29.0	29.6	21.6	68.0	71.8	147.83	139.15	100.47	99.90	-5.3	6.2	0.6	30.4	29.6	22.7
Grapevine, TX+	82.3	79.5	196.78	186.97	161.92	148.67	3.5	5.2	8.9	8.9	0.0	3.5	77.1	77.2	183.76	177.84	141.60	137.30	-0.2	3.3	3.1	3.1	0.0	-0.2
Irving, TX+	76.5	75.2	107.92	107.40	82.58	80.72	1.8	0.5	2.3	2.3	0.0	1.9	72.4	71.9	109.88	108.94	79.53	78.31	0.7	0.9	1.6	1.6	0.0	0.7
Nashville, TN	78.2	78.3	146.39	141.97	114.41	111.09	-0.1	3.1	3.0	8.0	4.9	4.8	67.1	68.5	138.27	132.71	92.84	90.84	-1.9	4.2	2.2	7.1	4.8	2.8
Phoenix, AZ	87.2	87.6	188.60	186.46	164.47	163.28	-0.4	1.1	0.7	2.7	2.0	1.5	80.6	79.3	168.72	165.37	135.99	131.07	1.7	2.0	3.8	6.2	2.4	4.1
San Jose, CA+	83.4	79.7	200.88	191.09	167.57	152.32	4.6	5.1	10.0	11.8	1.6	6.4	77.5	75.3	195.54	187.37	151.63	141.06	3.0	4.4	7.5	9.3	1.6	4.7

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	68.54	131.56	90.17	61.60	127.37	78.46	0.9	3.0	3.9	0.9	2.5	3.5
Texas	71.92	112.60	80.98	65.76	107.35	70.60	3.4	4.2	7.8	4.4	2.1	6.6
Irving	76.52	107.92	82.58	72.38	109.88	79.53	1.8	0.5	2.3	0.7	0.9	1.6
Best USA	Phoenix	SanJose	SanJose	Phoenix	SanJose	SanJose	5.6	6.0	10.3	3.0	6.2	7.5
	87.21	200.88	167.57	80.60	195.54	151.63						
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	5.6	6.0	10.3	2.5	6.2	5.7
	82.28	196.78	161.92	77.06	183.76	141.60						
Worst USA	Frisco	Arlngtn	Arlngtn	Nshvle	Arlngtn	Arlngtn	-6.2	0.5	-0.5	-5.3	-1.5	0.5
	72.14	88.41	66.23	67.14	87.95	59.16						
Worst Texas	Frisco	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	-6.2	0.5	-0.5	-5.3	-1.5	0.5
	72.14	88.41	66.23	67.27	87.95	59.16						

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

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# Irving, Texas & United States Comparison

## March 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	107.92	0.5%	109.88	0.9%	76.5%	1.8%	72.4%	0.7%	82.58	2.3%	79.53	1.6%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:												
	ADR	106.34	1.9%		Occupancy	72.9%	-1.9%		RevPAR	77.54	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	112.60	4.2%	107.35	2.1%	71.9%	3.4%	65.8%	4.4%	80.98	7.8%	70.60	6.6%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

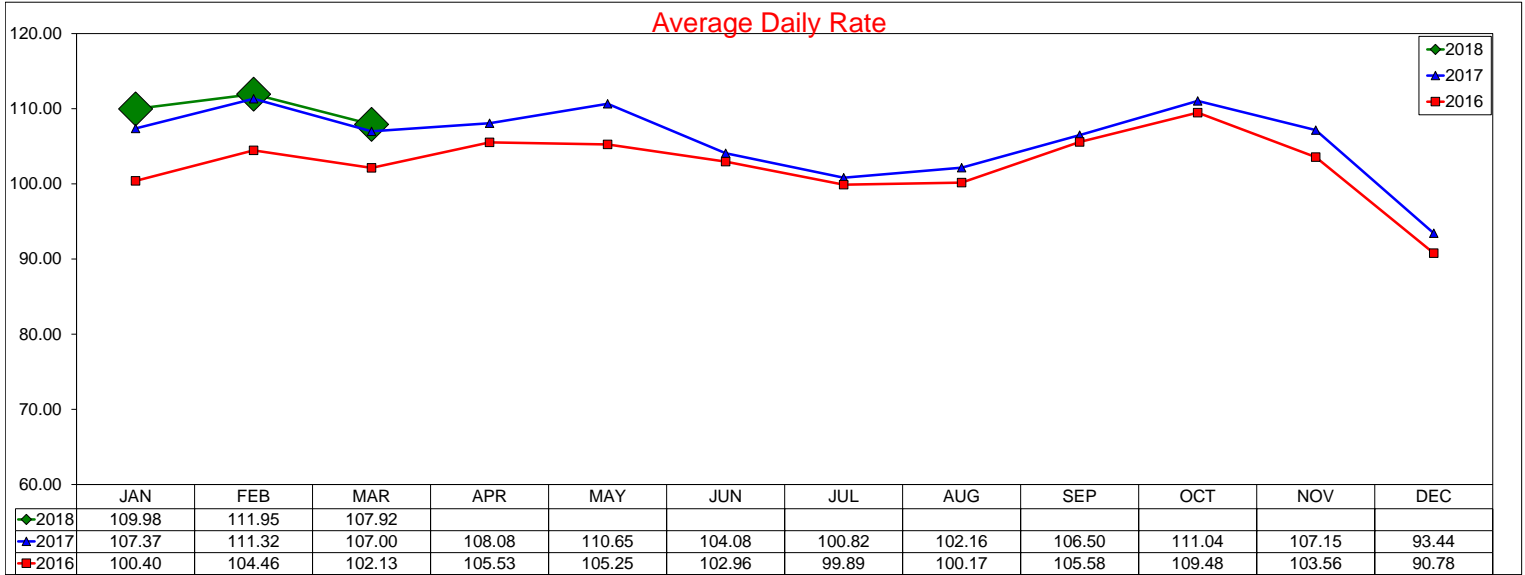
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.33	2.0%	123.33	2.0%	54.5%	0.9%	54.5%	0.9%	67.17	2.9%	67.17	2.9%
FEBRUARY	126.38	2.3%	124.88	2.2%	61.7%	1.2%	57.9%	1.0%	78.02	3.5%	72.30	3.2%
MAR	131.56	3.0%	127.37	2.5%	68.5%	0.9%	61.6%	0.9%	90.17	3.9%	78.46	3.5%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

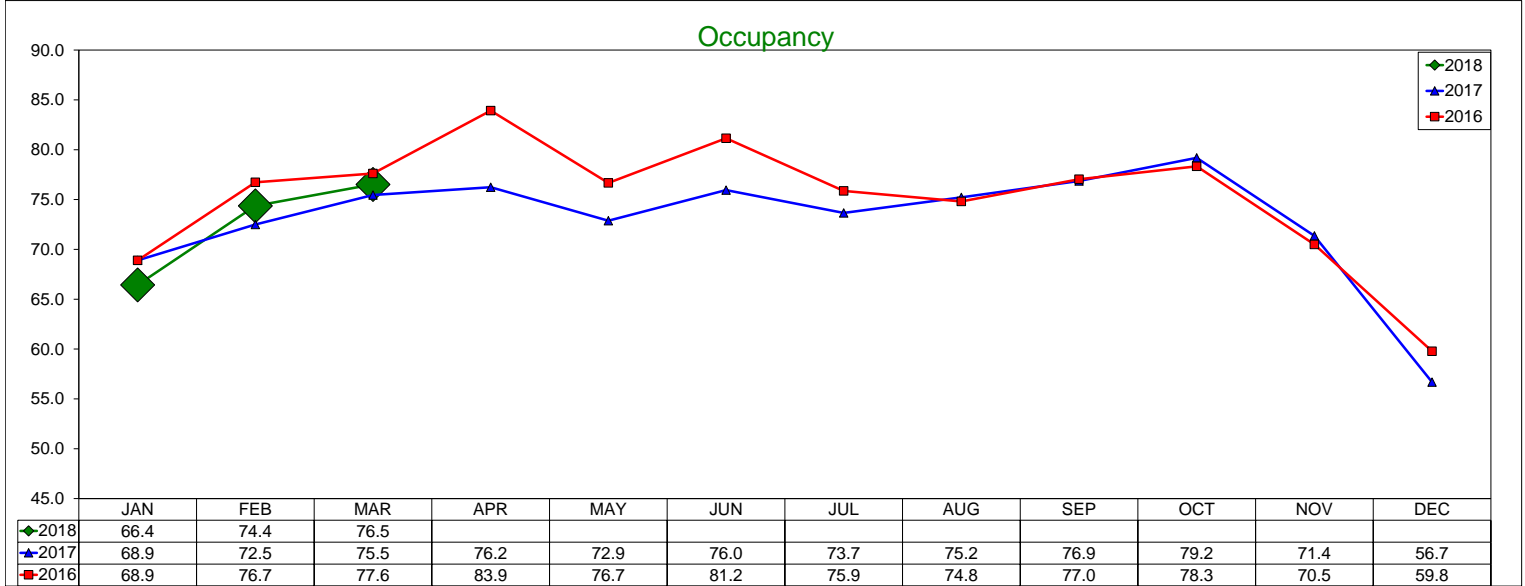
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# Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

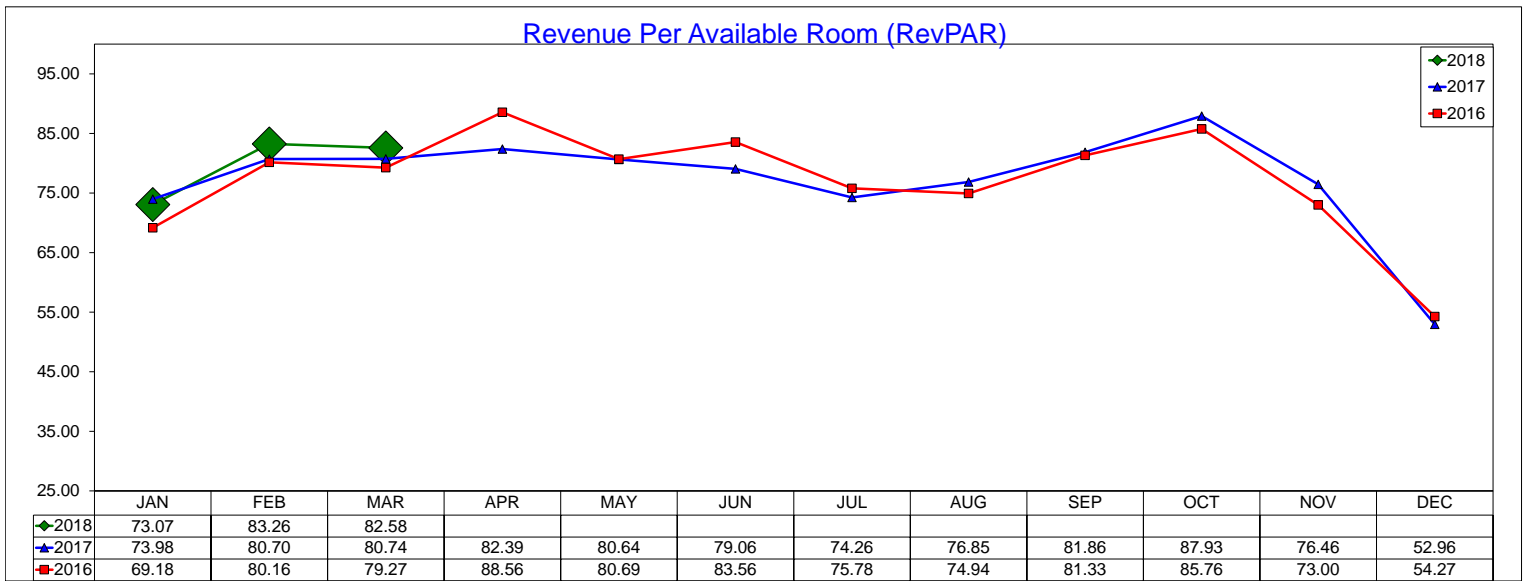
March 2018



12 month ADR Rolling Average through March 2018 is \$106.34 with a change from last year of 1.9%



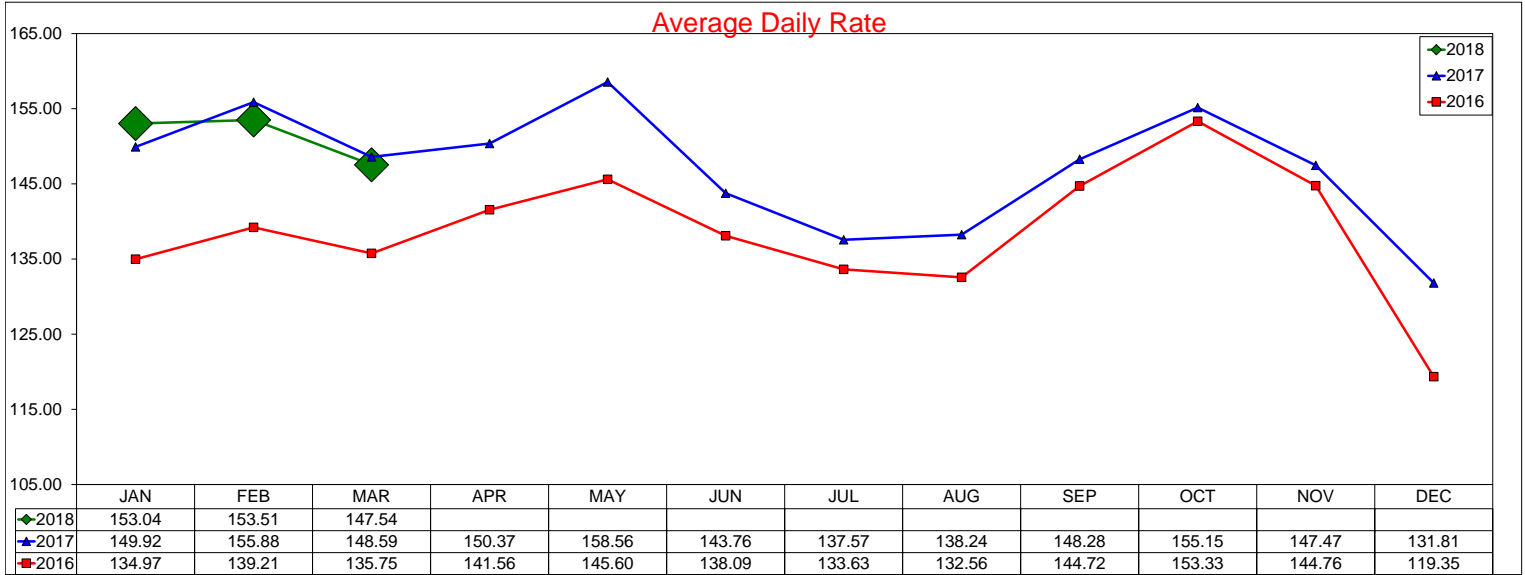
12 month Occupancy Rolling Average through March 2018 is 72.91% with a change from last year of -1.9%



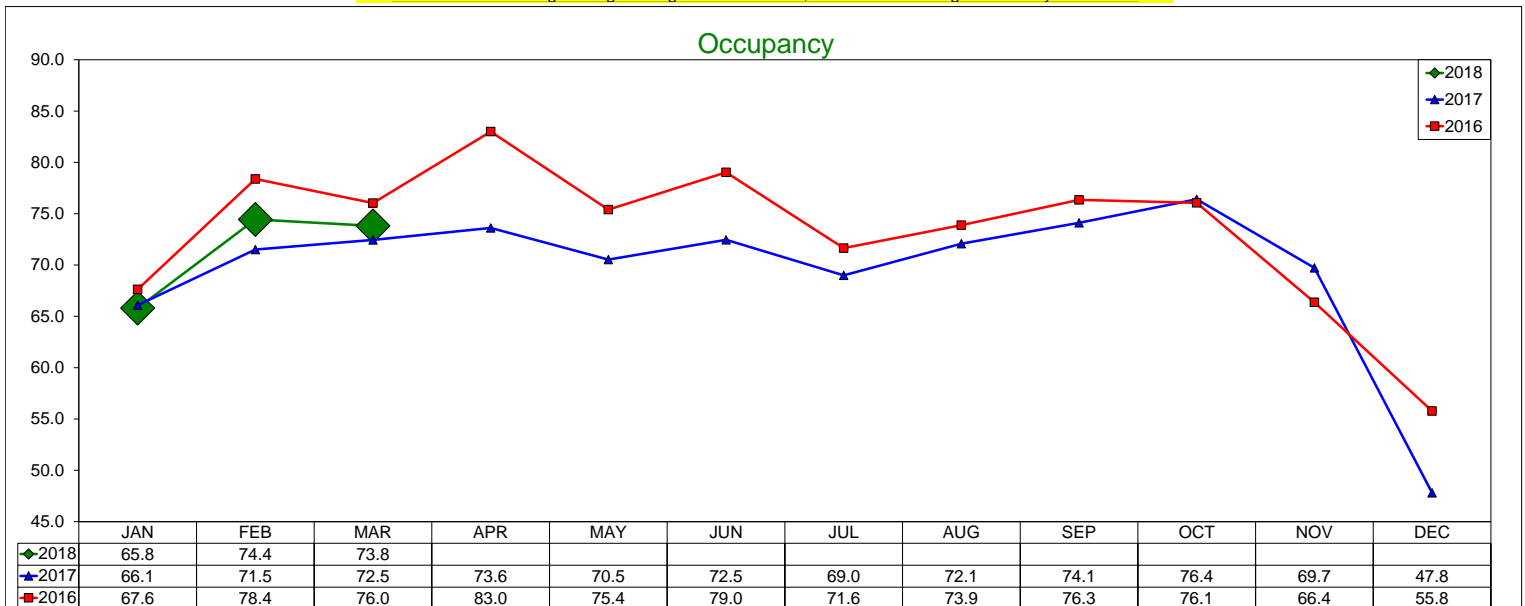
12 month RevPAR Rolling Average through March 2018 is \$77.54 with a change from last year of 0.0%

# Three Year Comparison - Luxury/Full Service - Irving

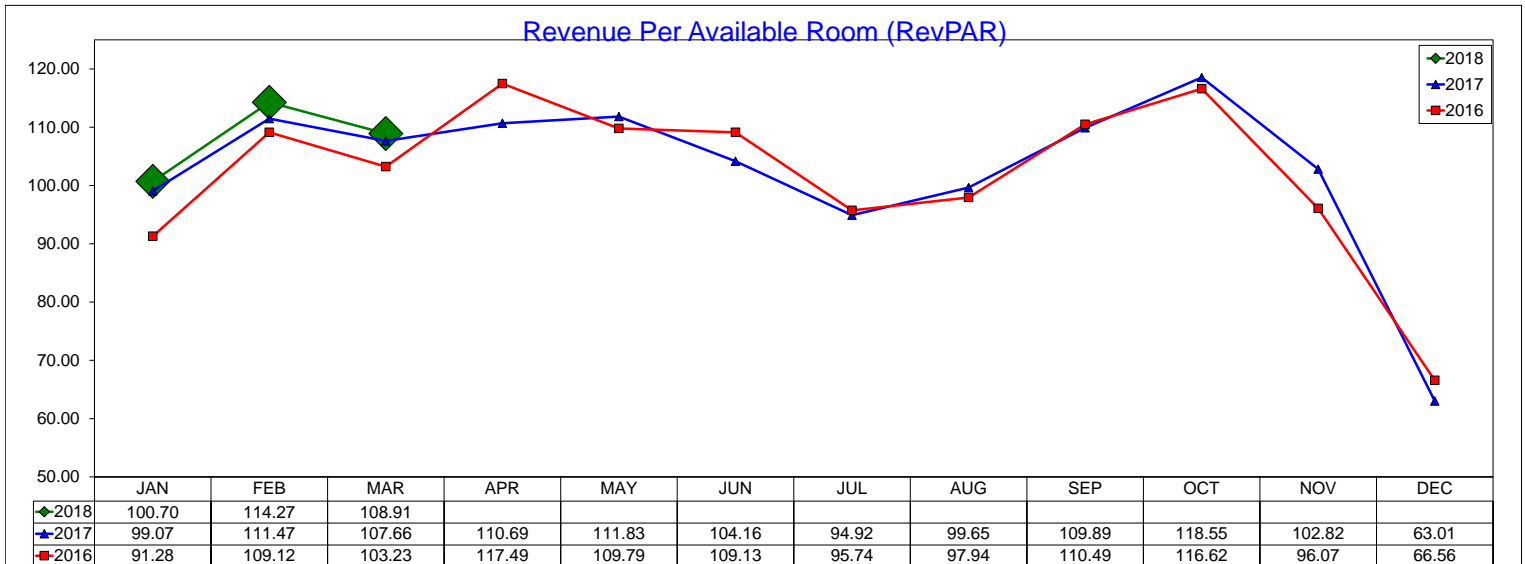
March 2018



12 month ADR Rolling Average through March 2018 is \$147.57 with a change from last year of 3.4%



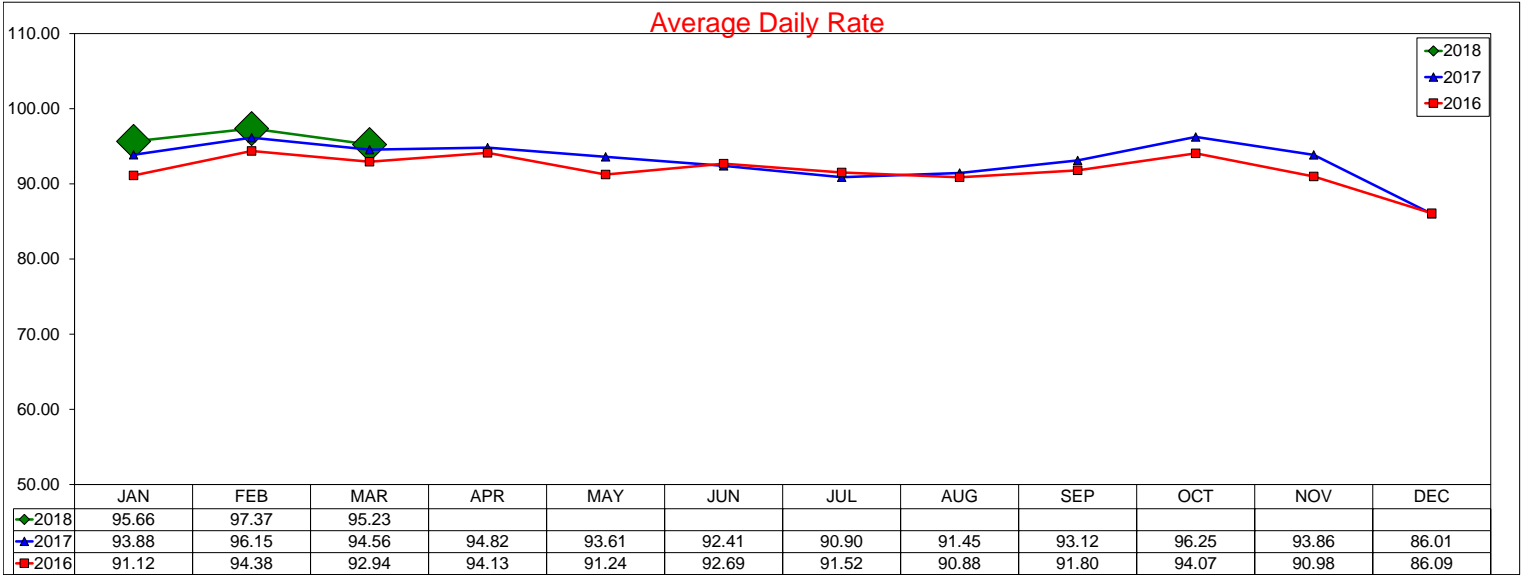
12 month Occupancy Rolling Average through March 2018 is 69.93% with a change from last year of -2.9%



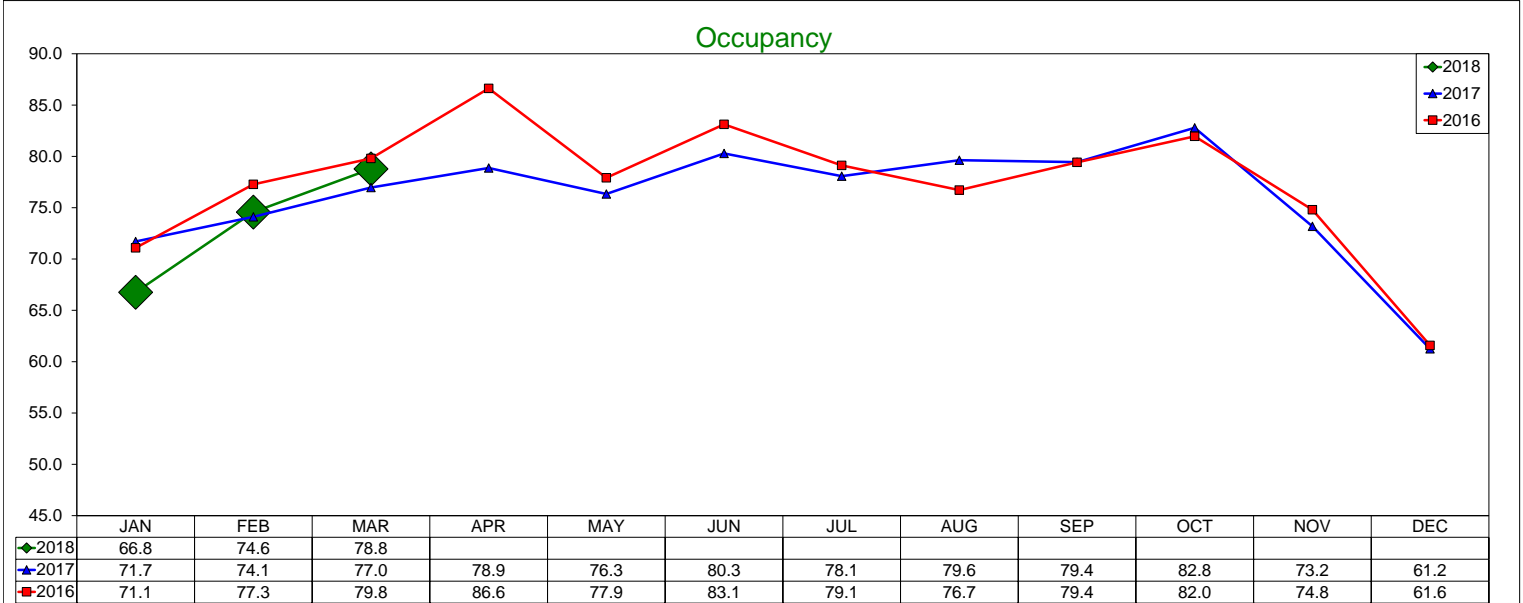
12 month RevPAR Rolling Average through March 2018 is \$103.2 with a change from last year of 0.4%

# Three Year Comparison - All Suite/Extended Stay - Irving

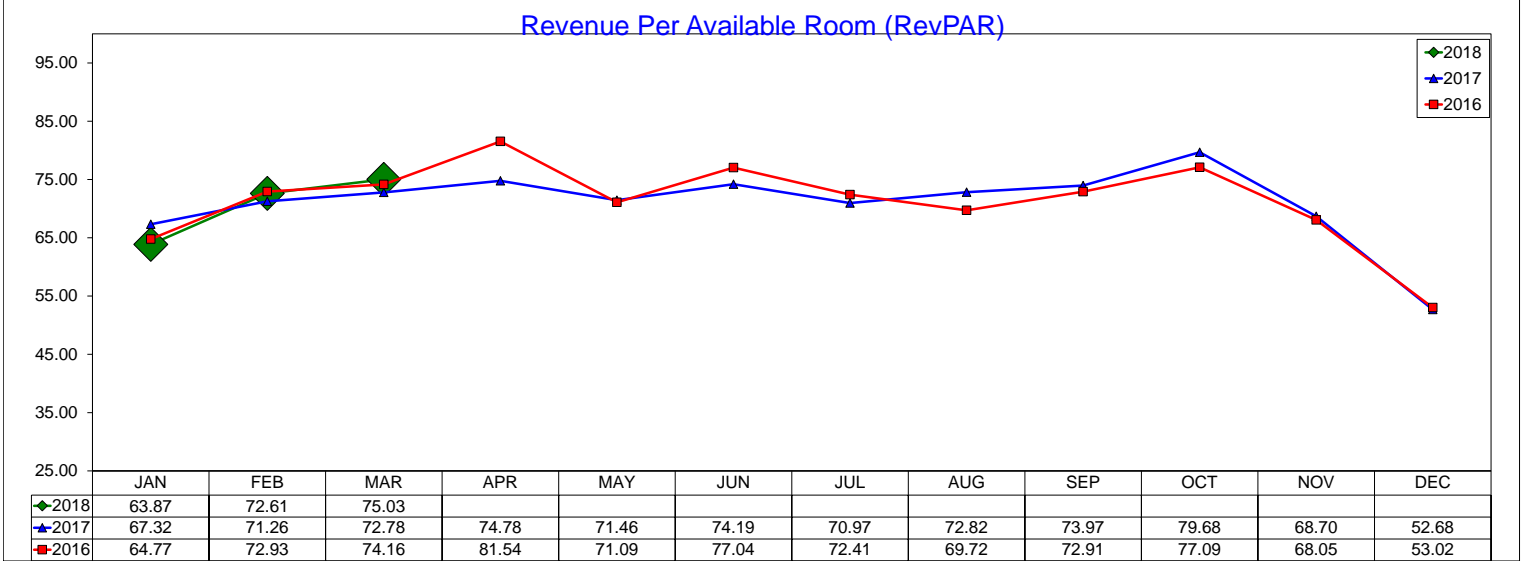
March 2018



12 month ADR Rolling Average through March 2018 is \$93.46 with a change from last year of 1.0%



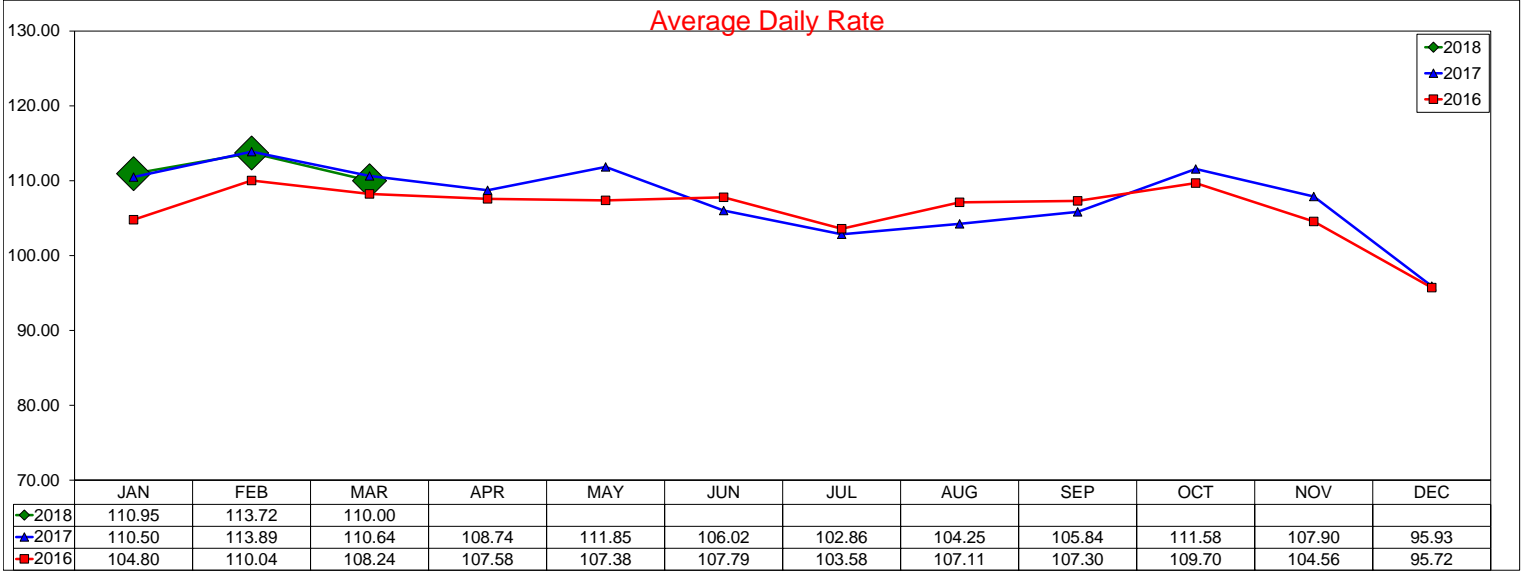
12 month Occupancy Rolling Average through March 2018 is 75.82% with a change from last year of -1.3%



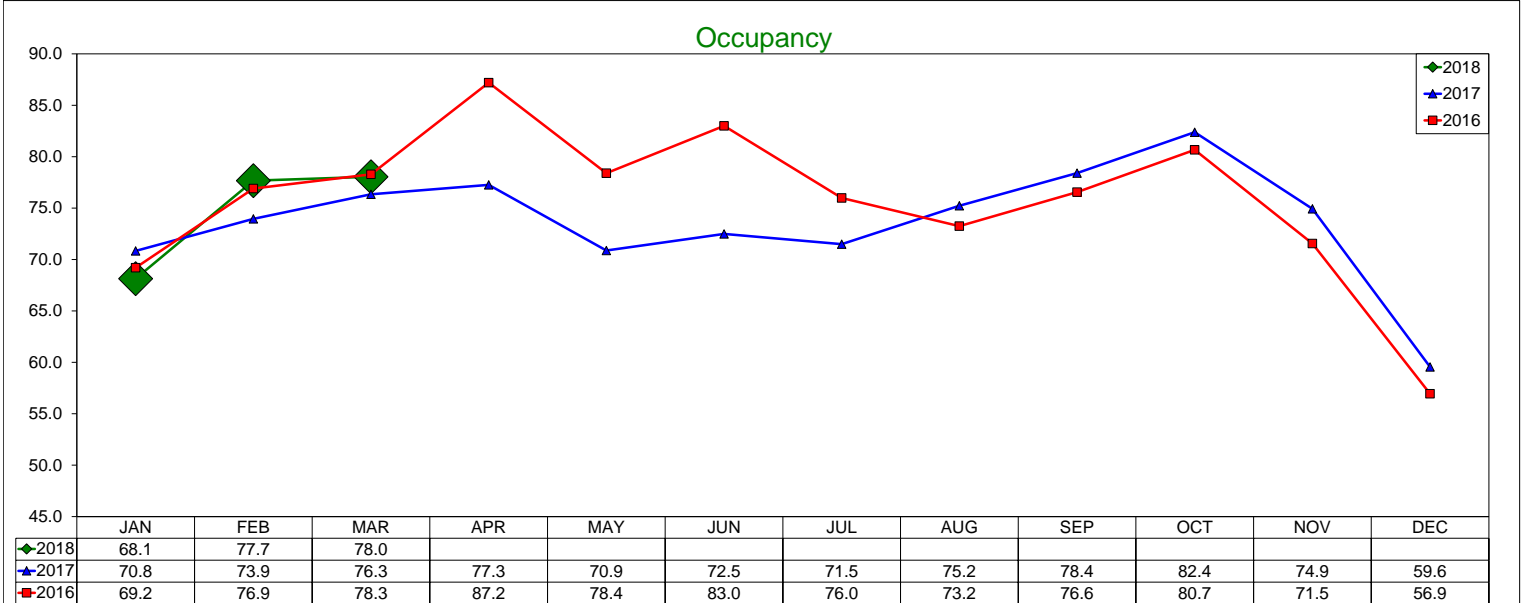
12 month RevPAR Rolling Average through March 2018 is \$70.86 with a change from last year of -0.3%

# Three Year Comparison - Limited Service - Irving

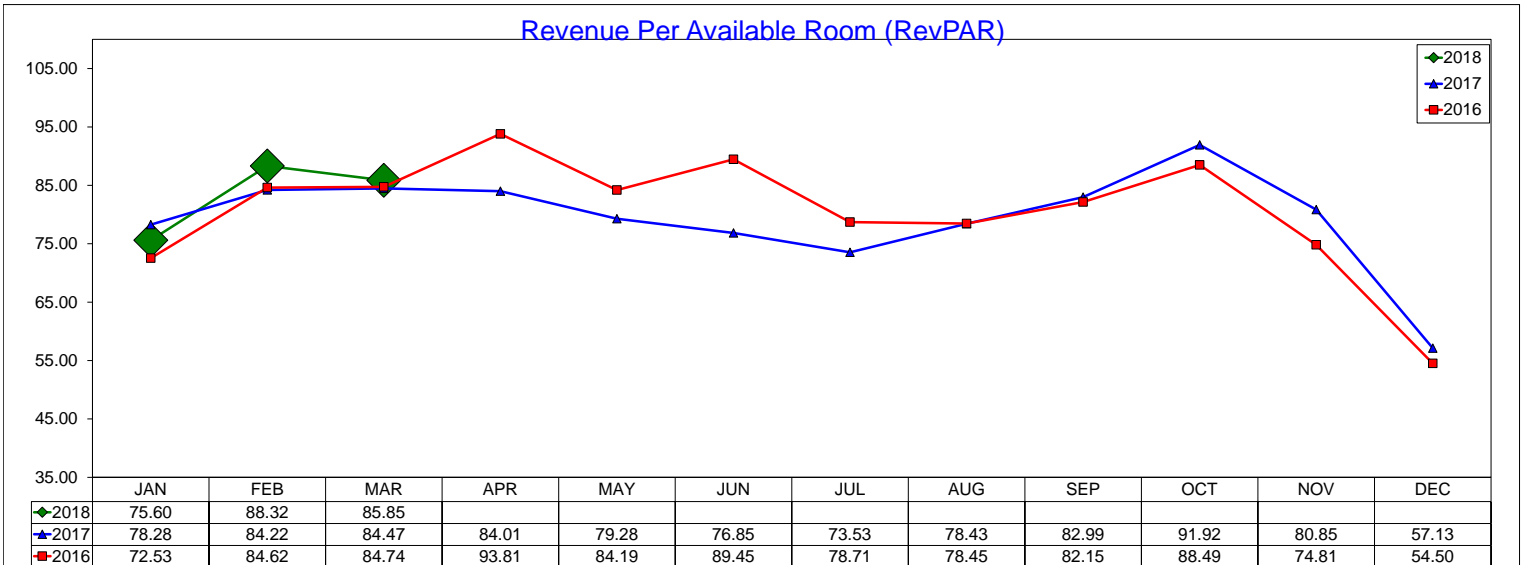
March 2018



12 month ADR Rolling Average through March 2018 is \$107.57 with a change from last year of 0.8%



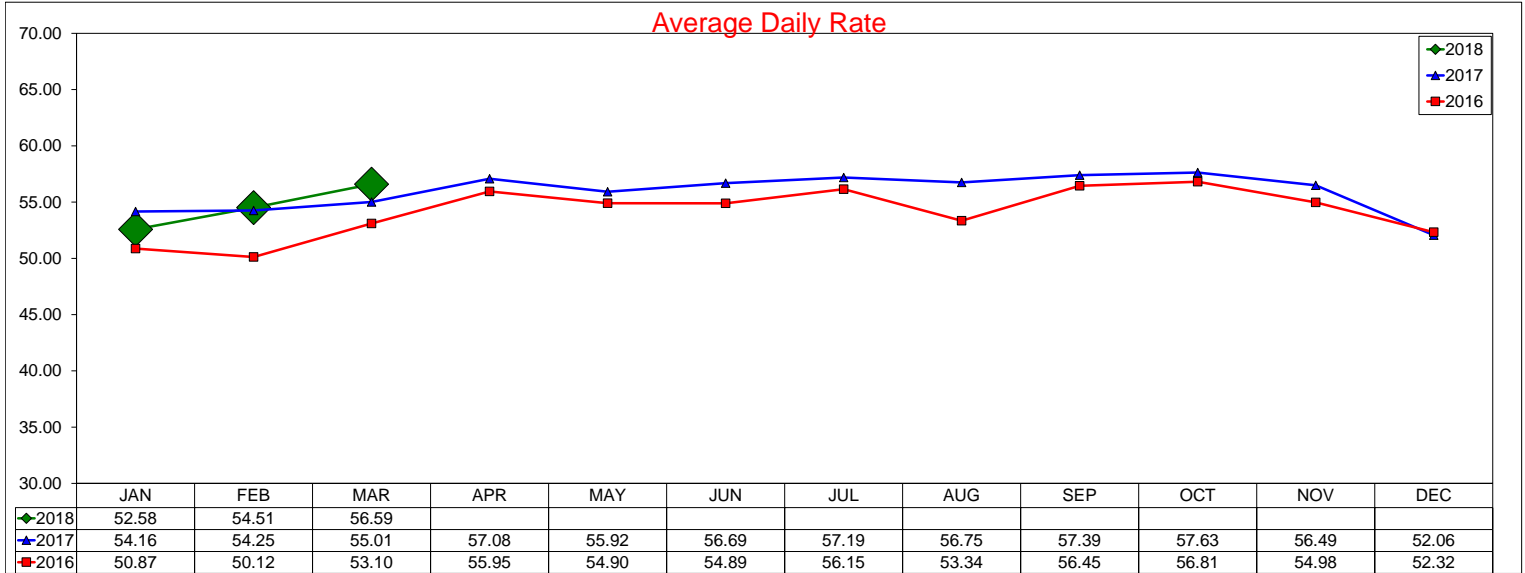
12 month Occupancy Rolling Average through March 2018 is 73.8% with a change from last year of -2.4%



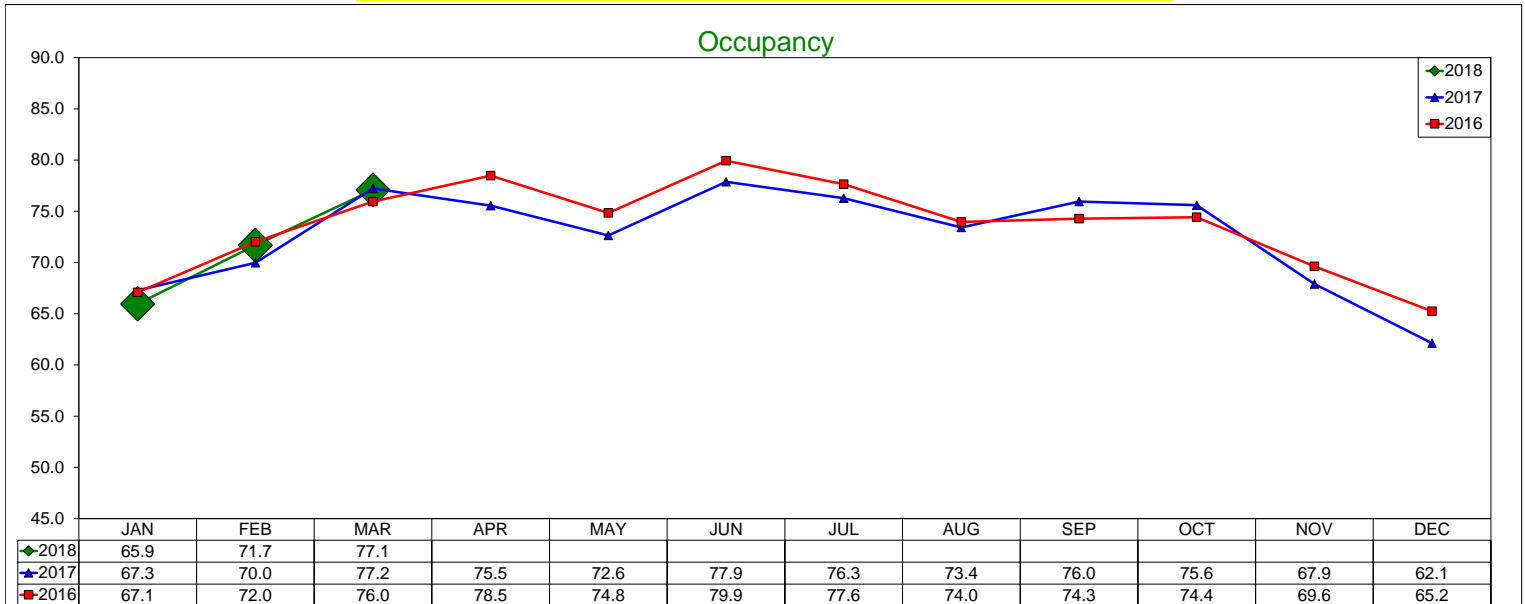
12 month RevPAR Rolling Average through March 2018 is \$79.39 with a change from last year of -1.6%

# Three Year Comparison - Budget - Irving

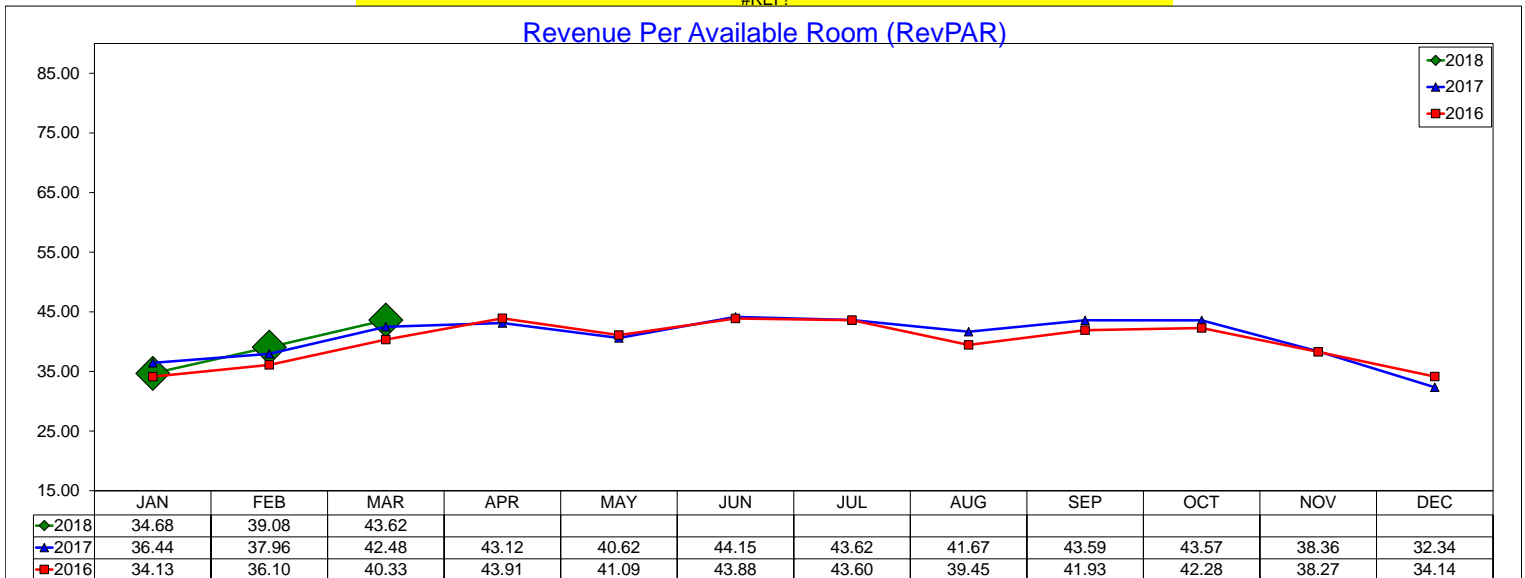
March 2018



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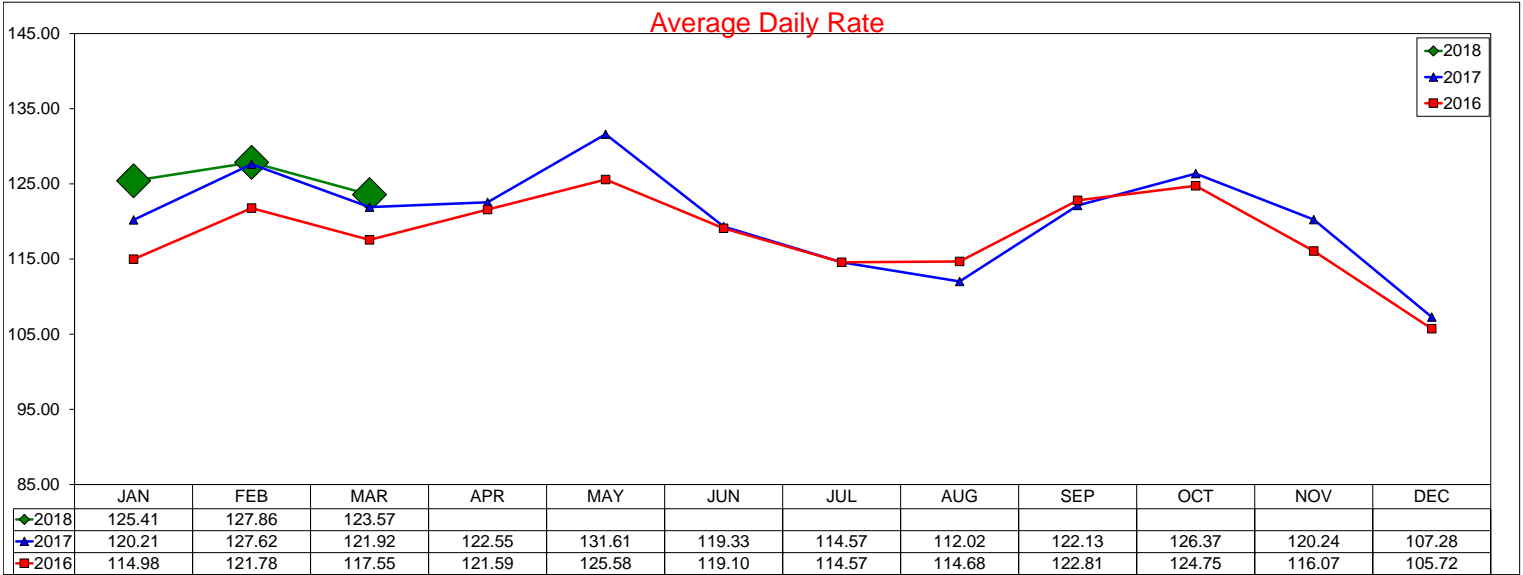
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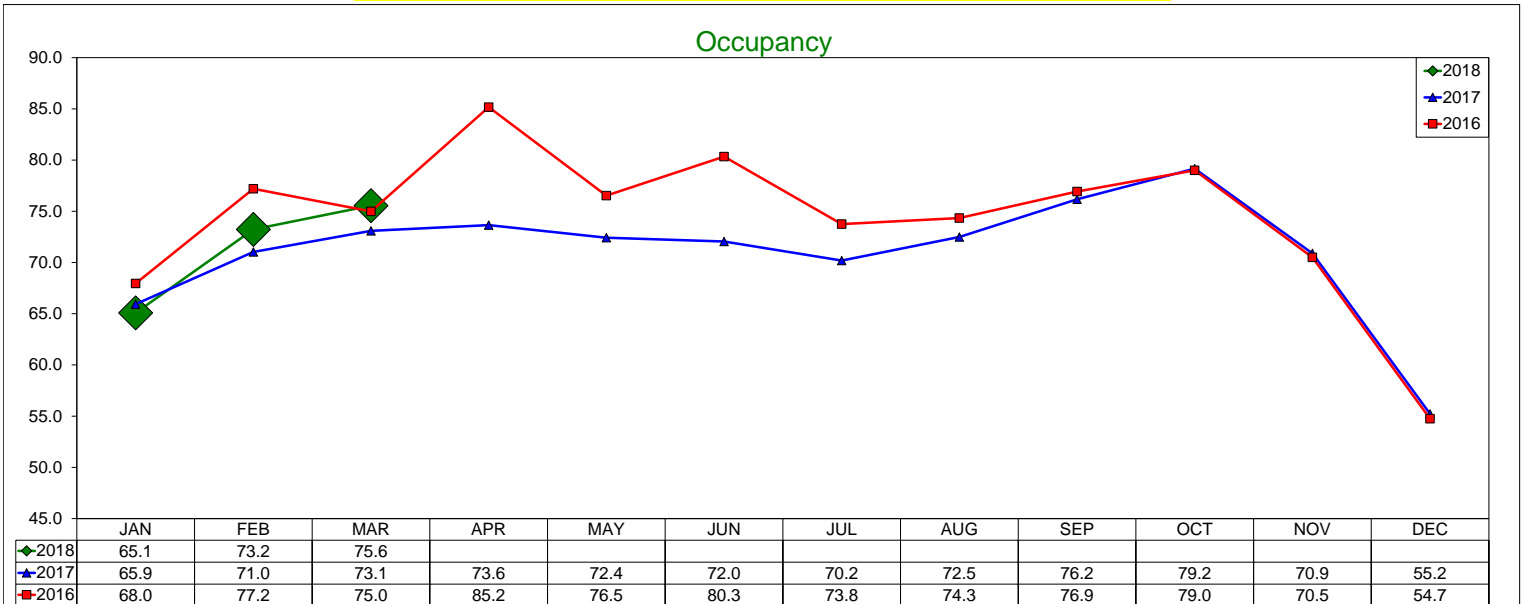
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# Three Year Comparison - Las Colinas

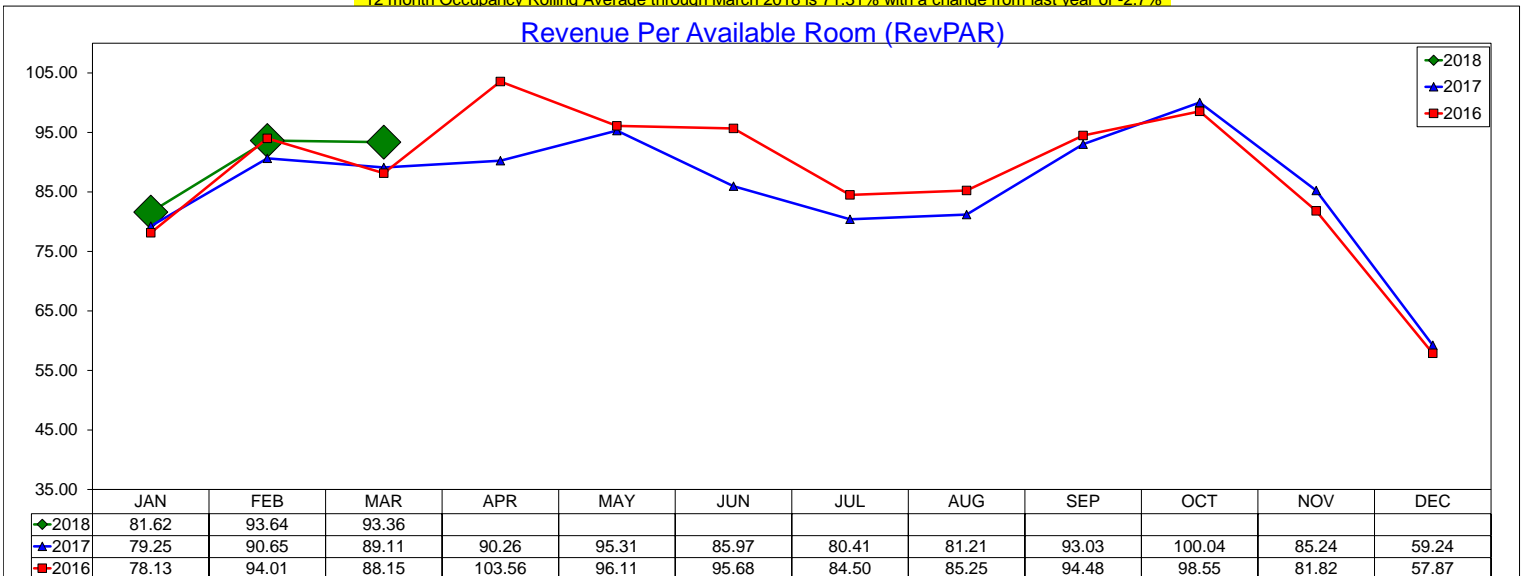
March 2018



12 month ADR Rolling Average through March 2018 is \$121.35 with a change from last year of 1.2%



12 month Occupancy Rolling Average through March 2018 is 71.31% with a change from last year of -2.7%

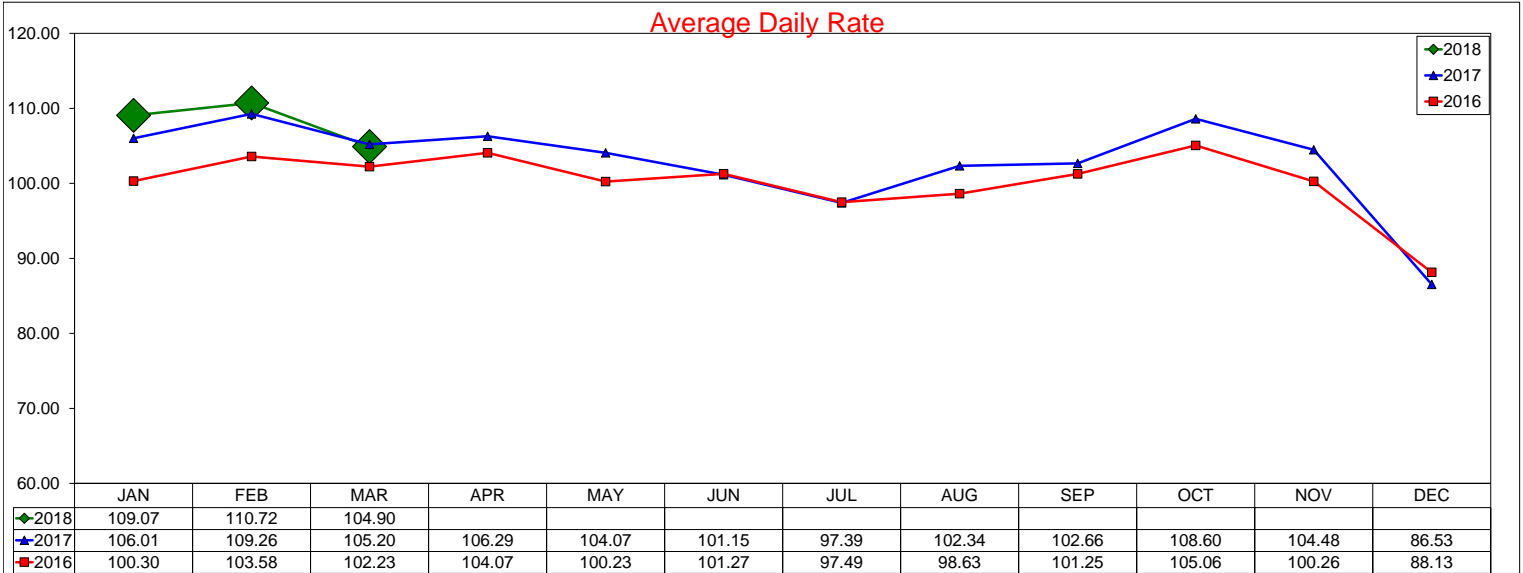


12 month RevPAR Rolling Average through March 2018 is \$86.53 with a change from last year of -1.5%

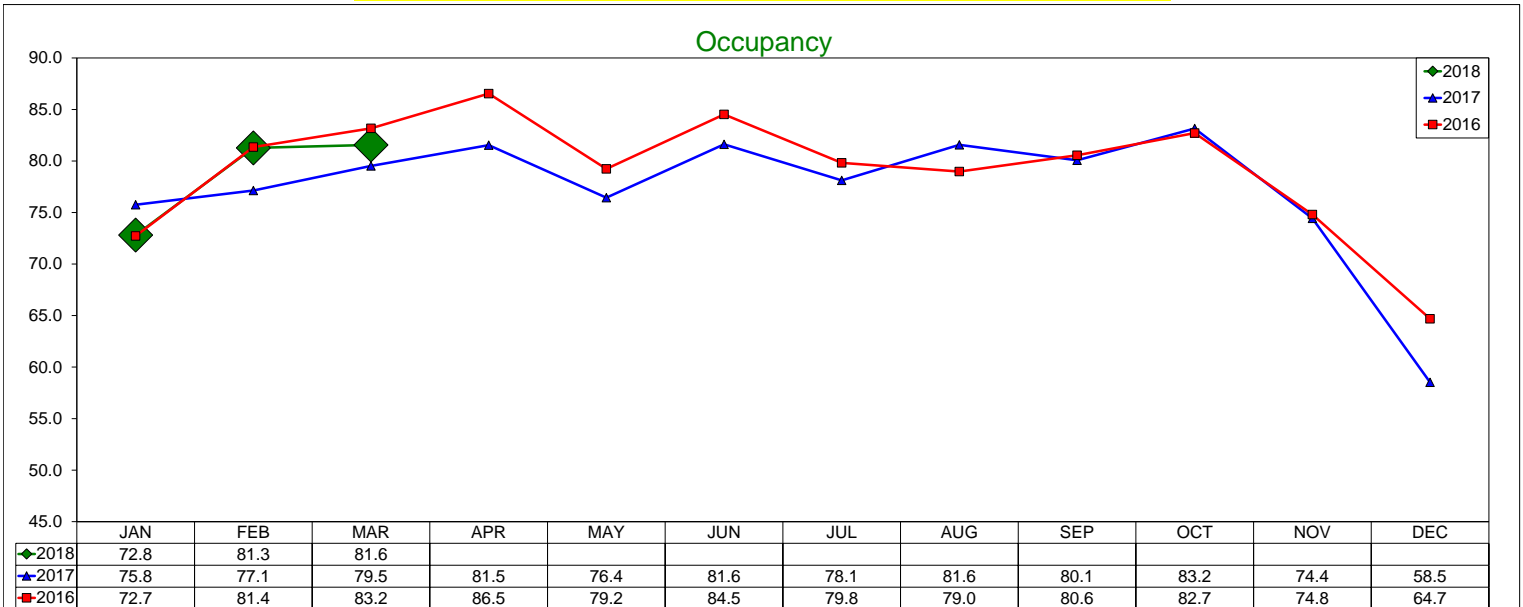


# Three Year Comparison - DFW North

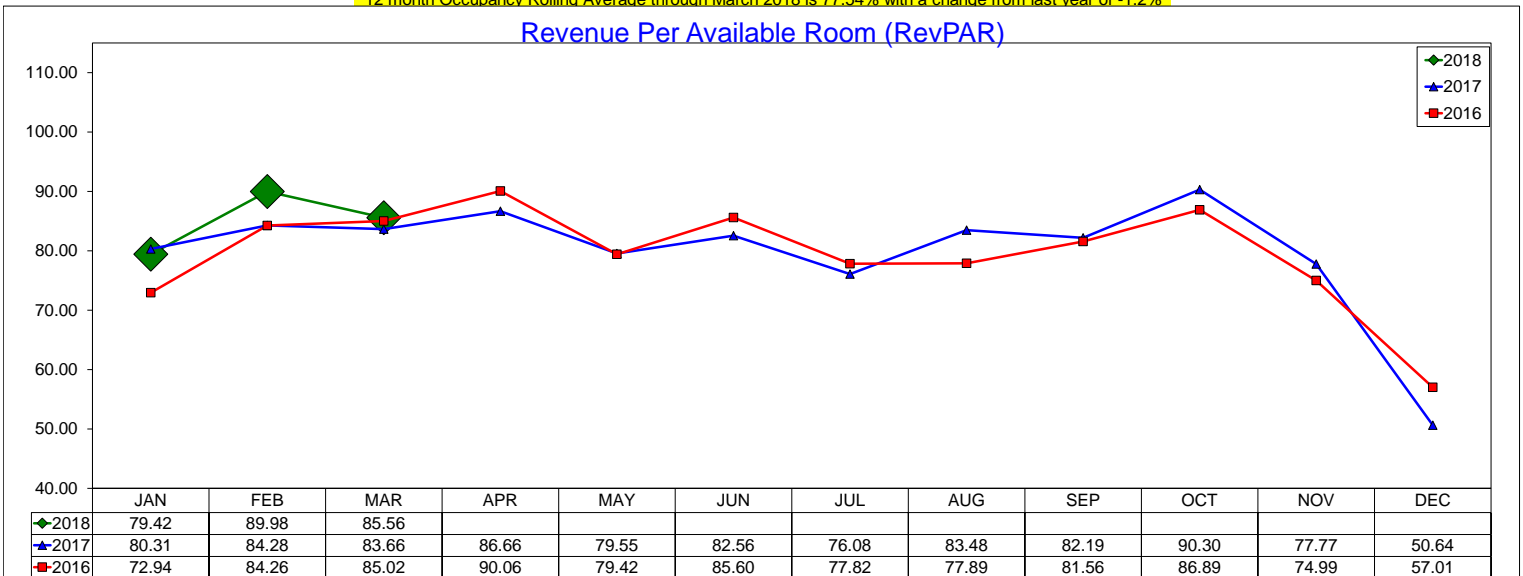
March 2018



12 month ADR Rolling Average through March 2018 is \$103.49 with a change from last year of 1.9%



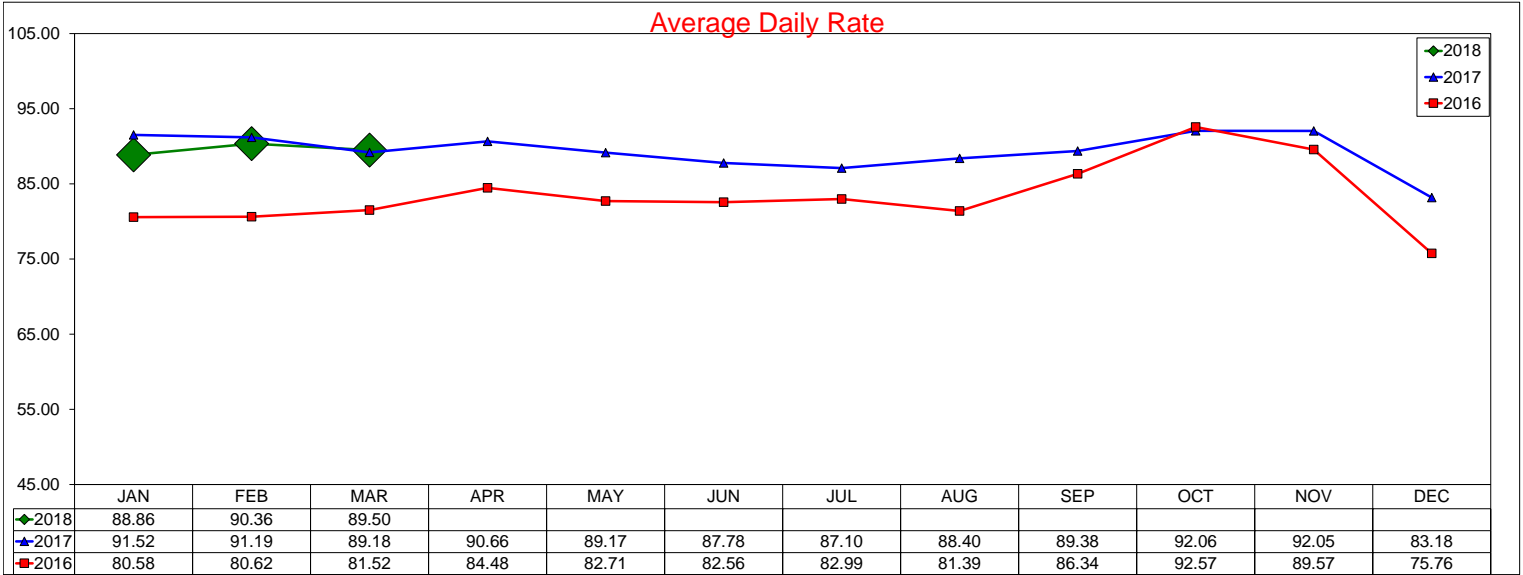
12 month Occupancy Rolling Average through March 2018 is 77.54% with a change from last year of -1.2%



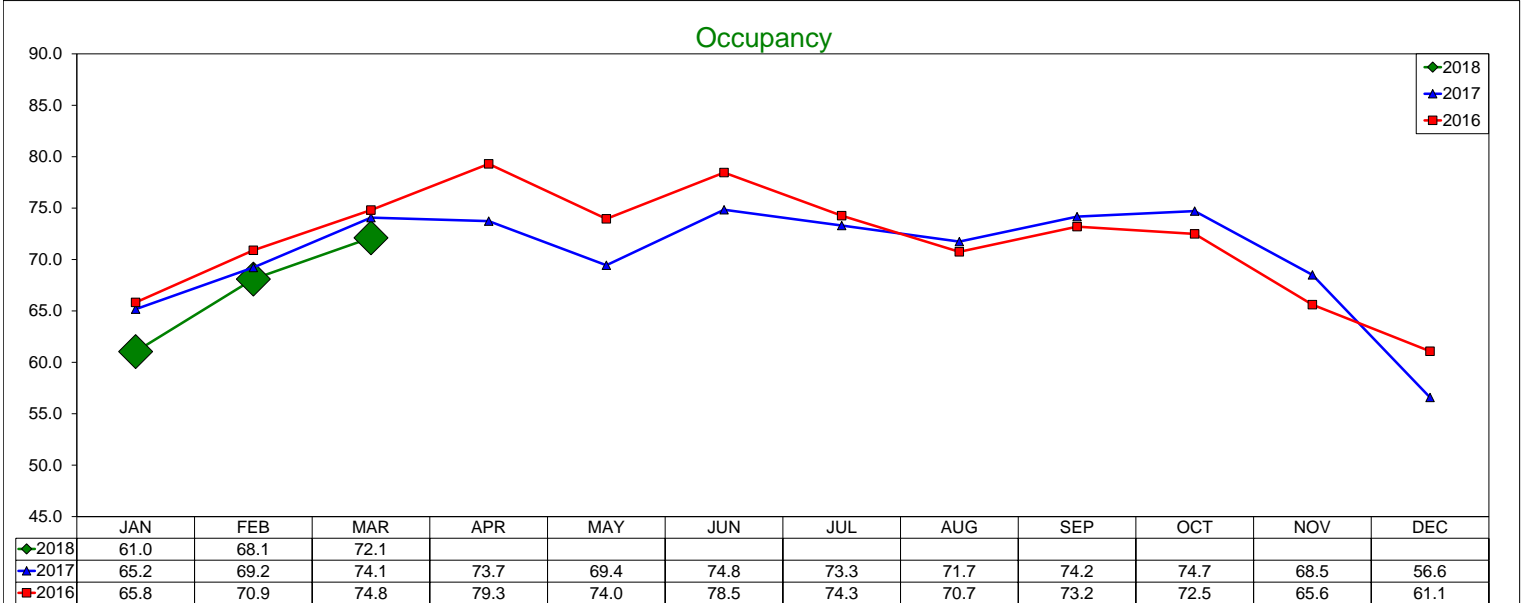
12 month RevPAR Rolling Average through March 2018 is \$80.25 with a change from last year of 0.7%

# Three Year Comparison - DFW South

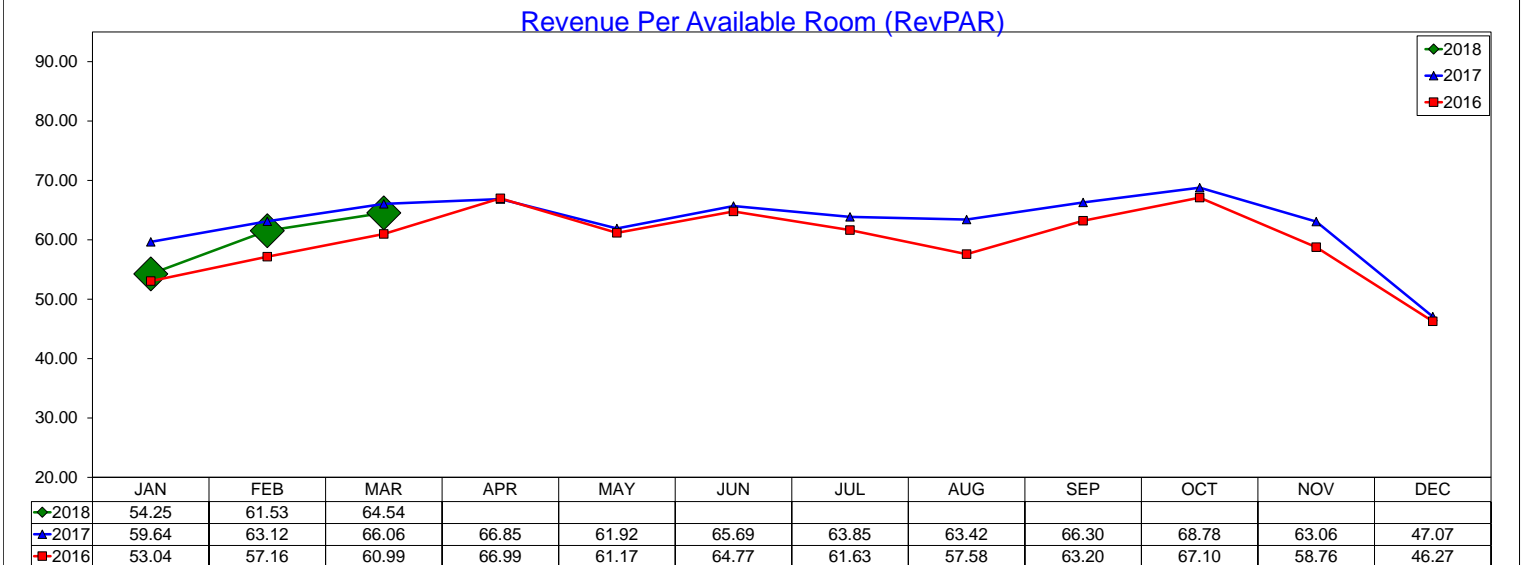
March 2018



12 month ADR Rolling Average through March 2018 is \$89.12 with a change from last year of 3.6%



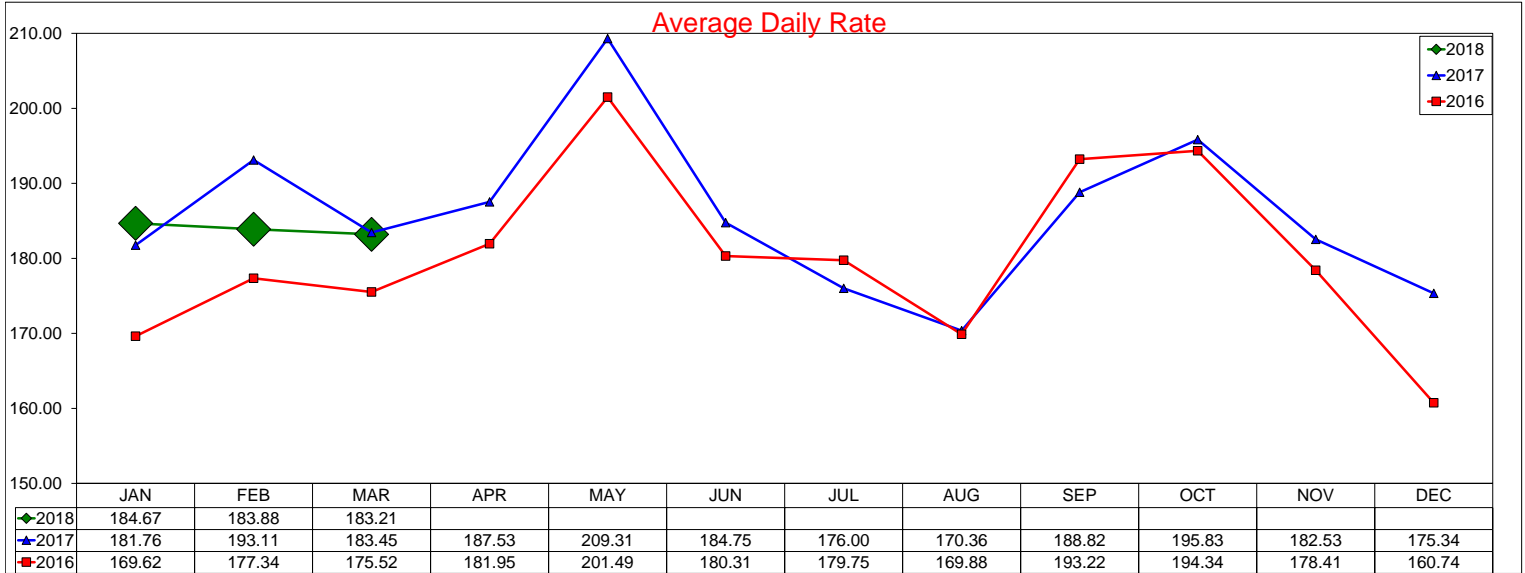
12 month Occupancy Rolling Average through March 2018 is 69.84% with a change from last year of -1.6%



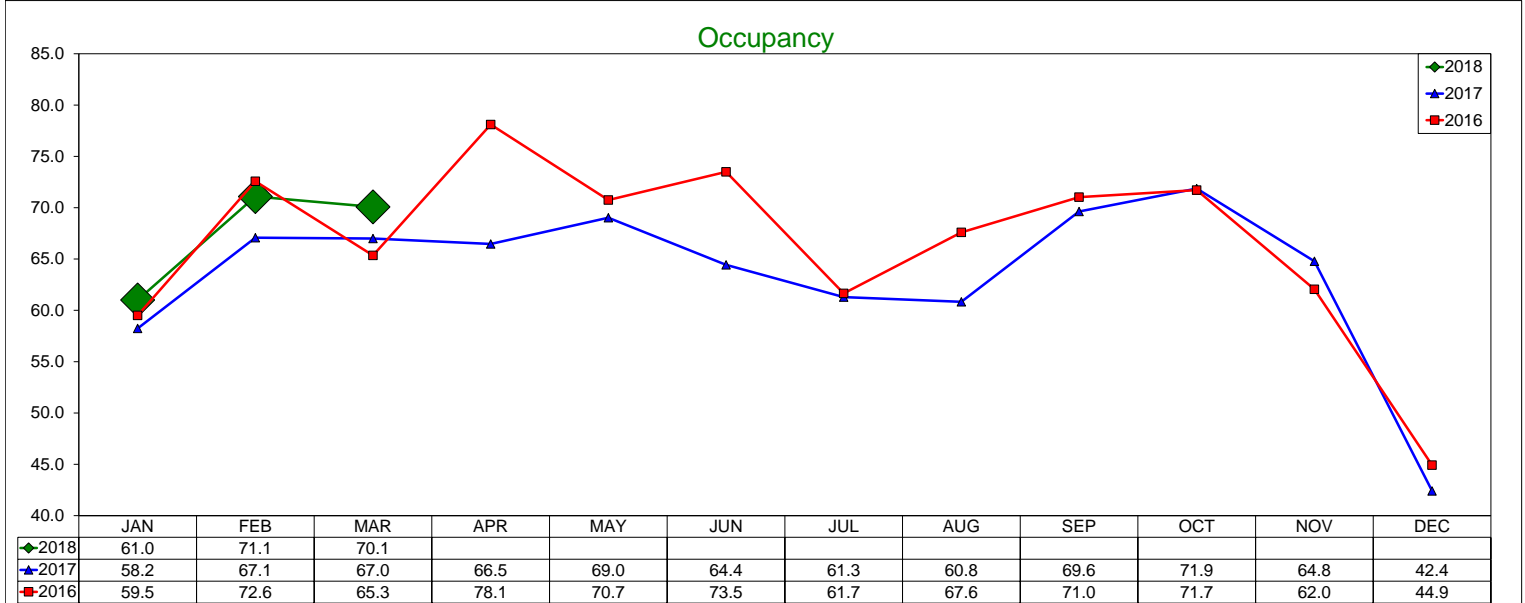
12 month RevPAR Rolling Average through March 2018 is \$62.24 with a change from last year of 1.9%

# Three Year Comparison - Full Service - Las Colinas

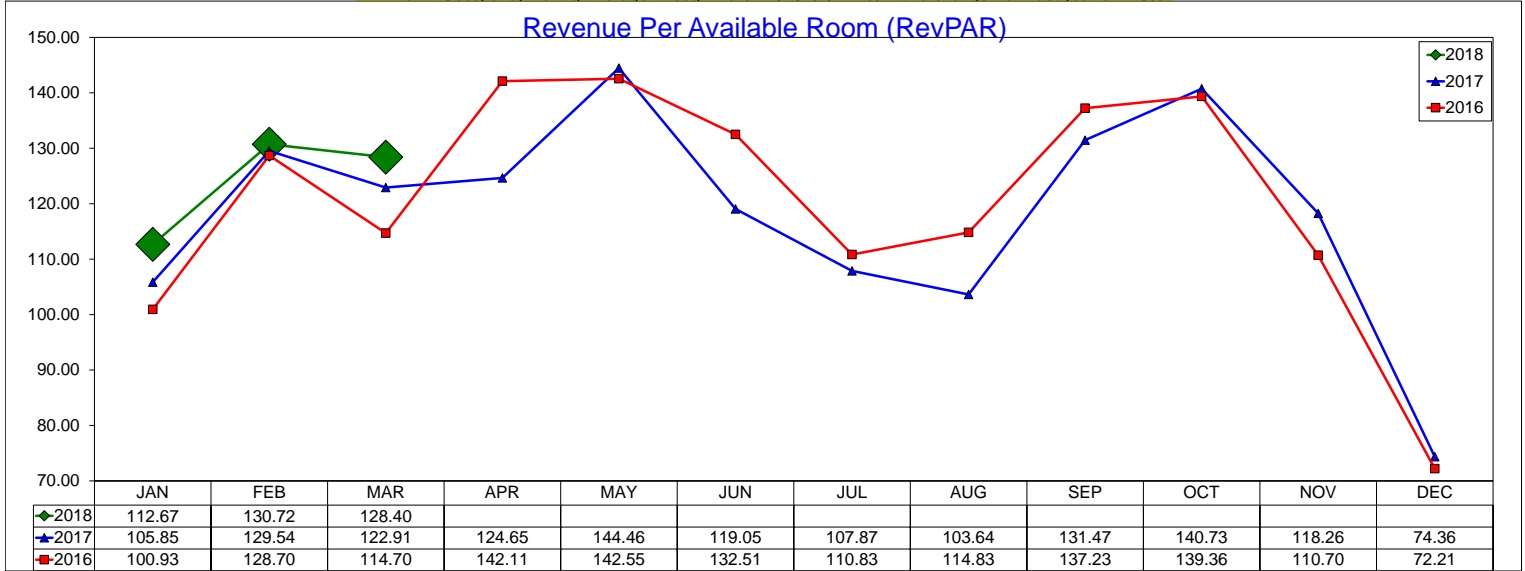
March 2018



12 month ADR Rolling Average through March 2018 is \$185.79 with a change from last year of 1.3%



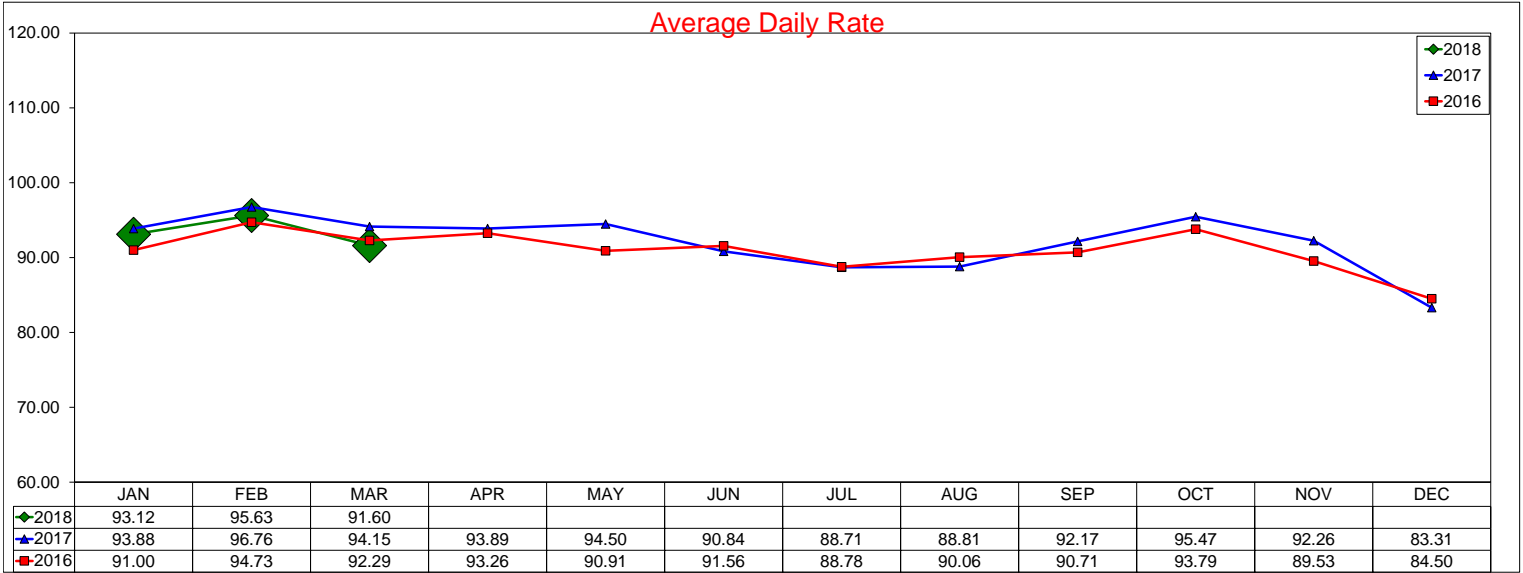
12 month Occupancy Rolling Average through March 2018 is 64.41% with a change from last year of -1.8%



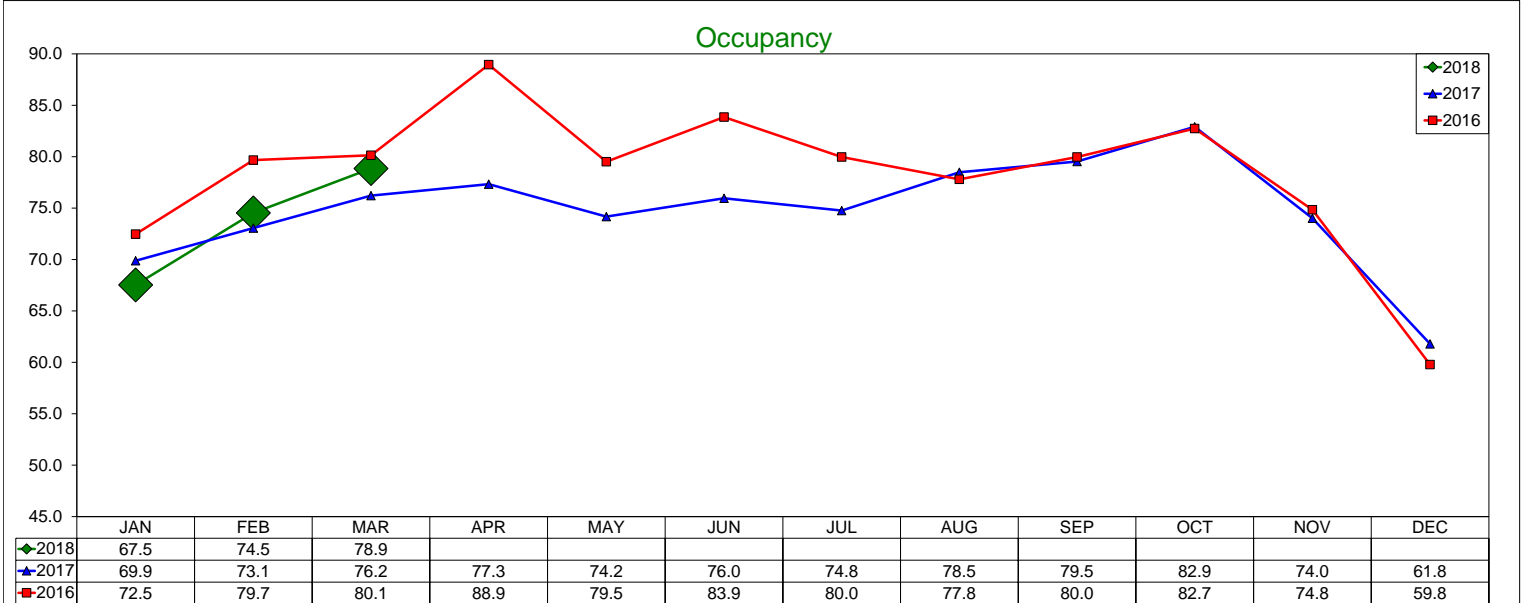
12 month RevPAR Rolling Average through March 2018 is \$119.67 with a change from last year of -0.6%

# Three Year Comparison - Limited Service - Las Colinas

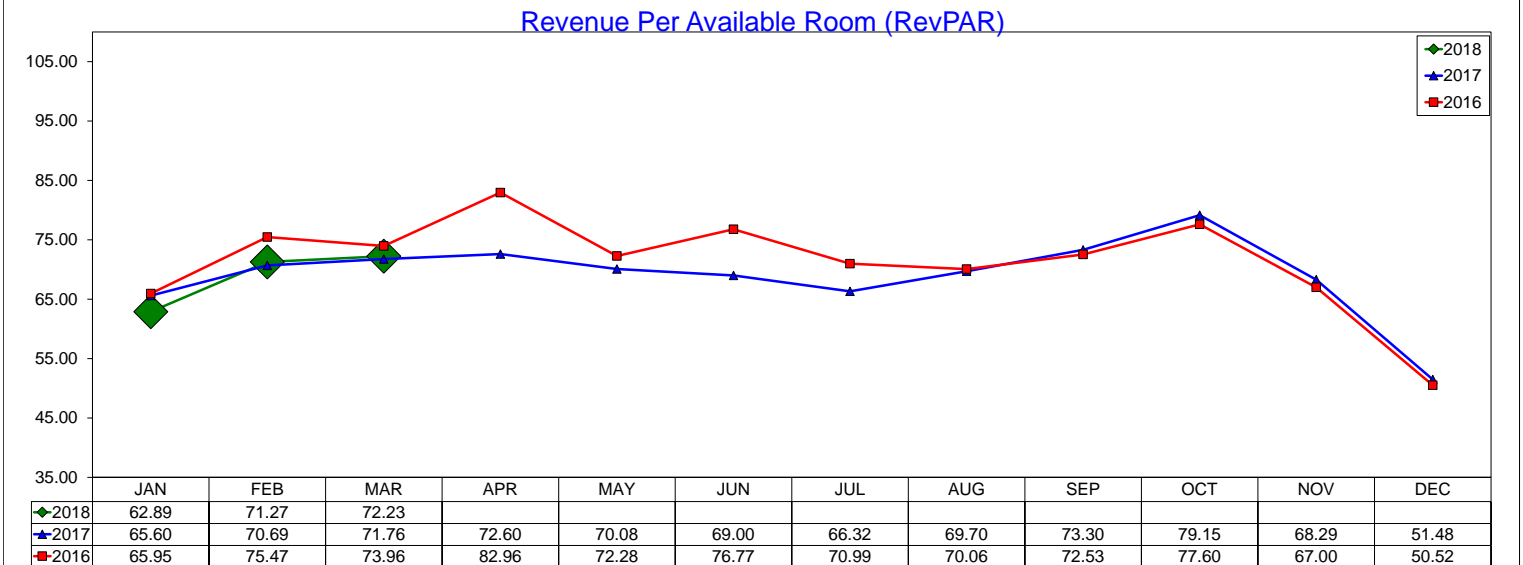
March 2018



12 month ADR Rolling Average through March 2018 is \$91.77 with a change from last year of 0.9%



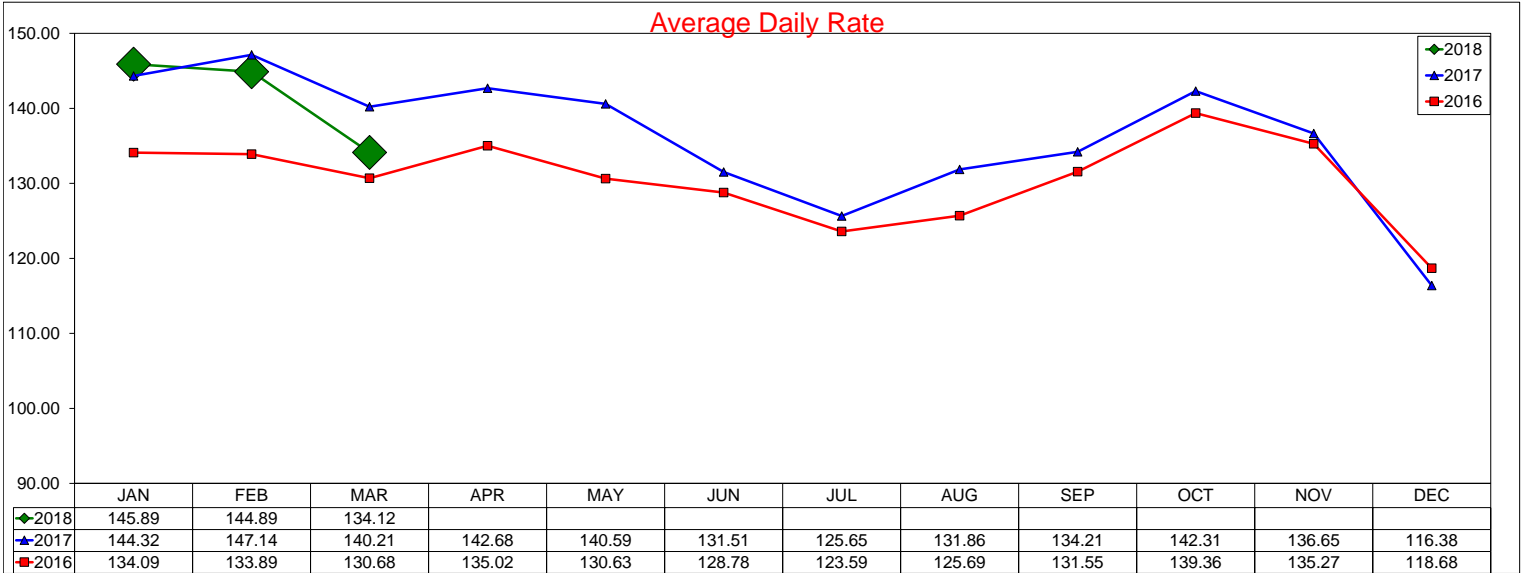
12 month Occupancy Rolling Average through March 2018 is 74.99% with a change from last year of -3.1%



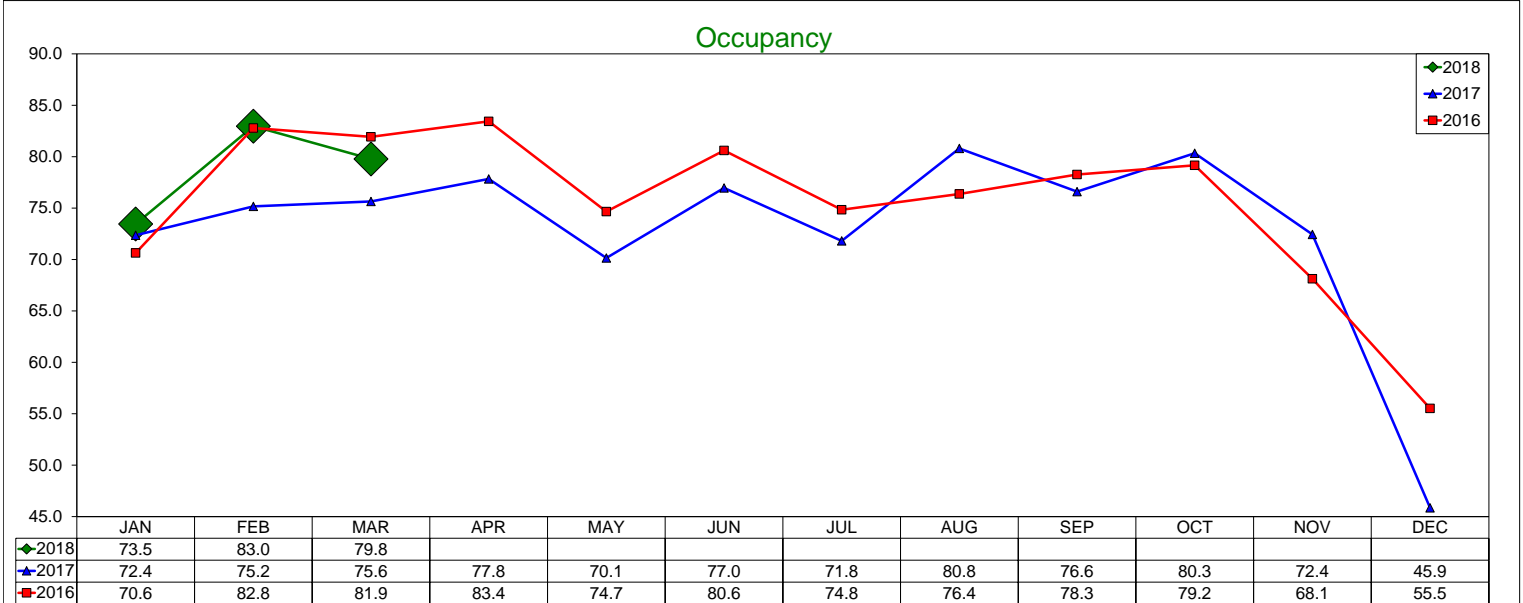
12 month RevPAR Rolling Average through March 2018 is \$68.82 with a change from last year of -2.2%

# Three Year Comparison - Full Service - DFW North

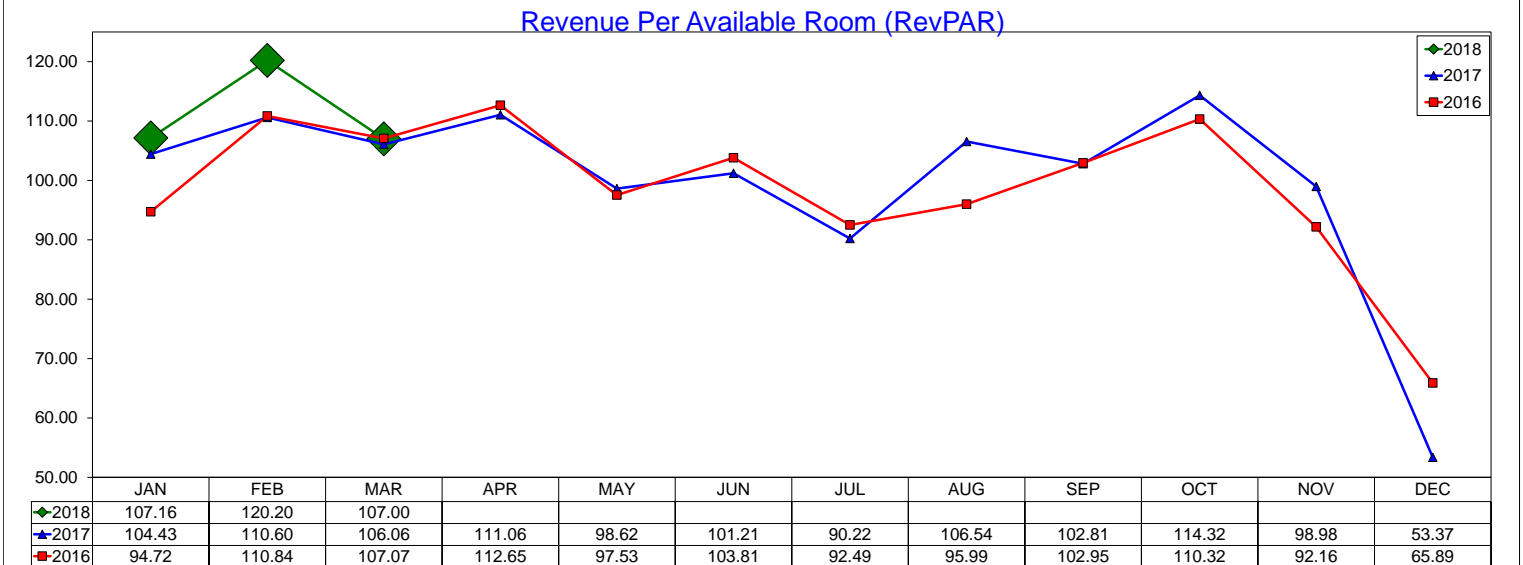
March 2018



12 month ADR Rolling Average through March 2018 is \$136.2 with a change from last year of 2.0%



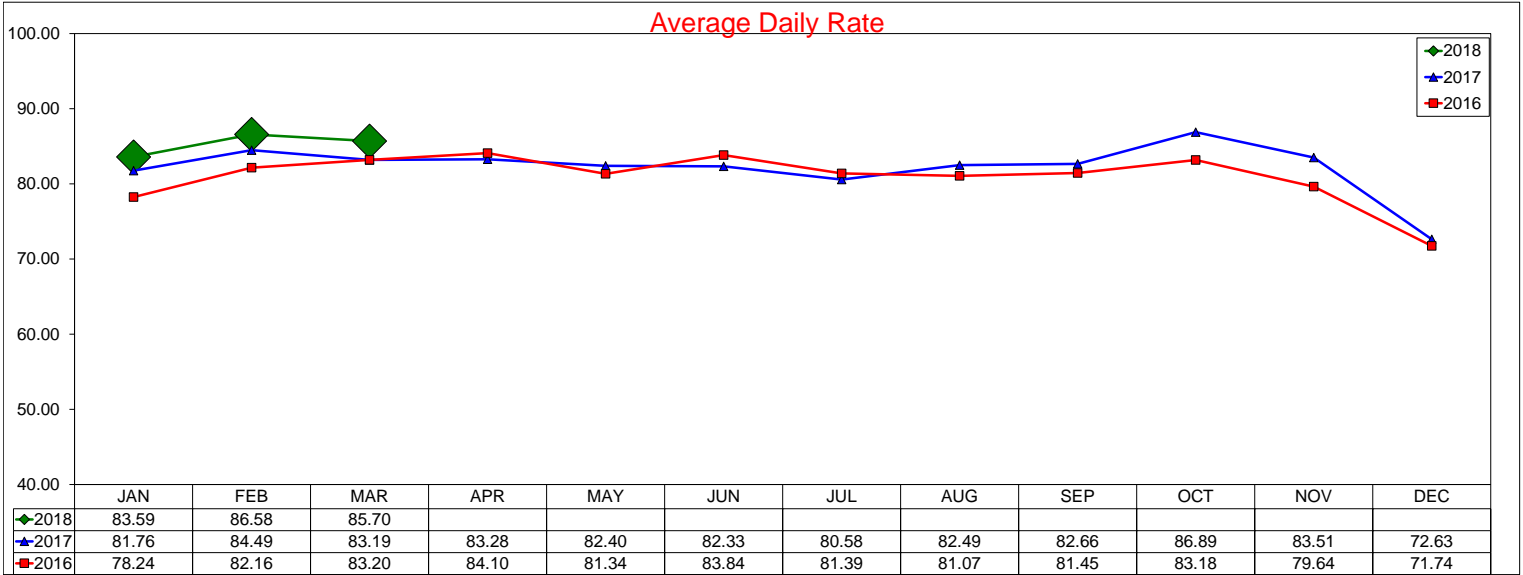
12 month Occupancy Rolling Average through March 2018 is 73.99% with a change from last year of -0.7%



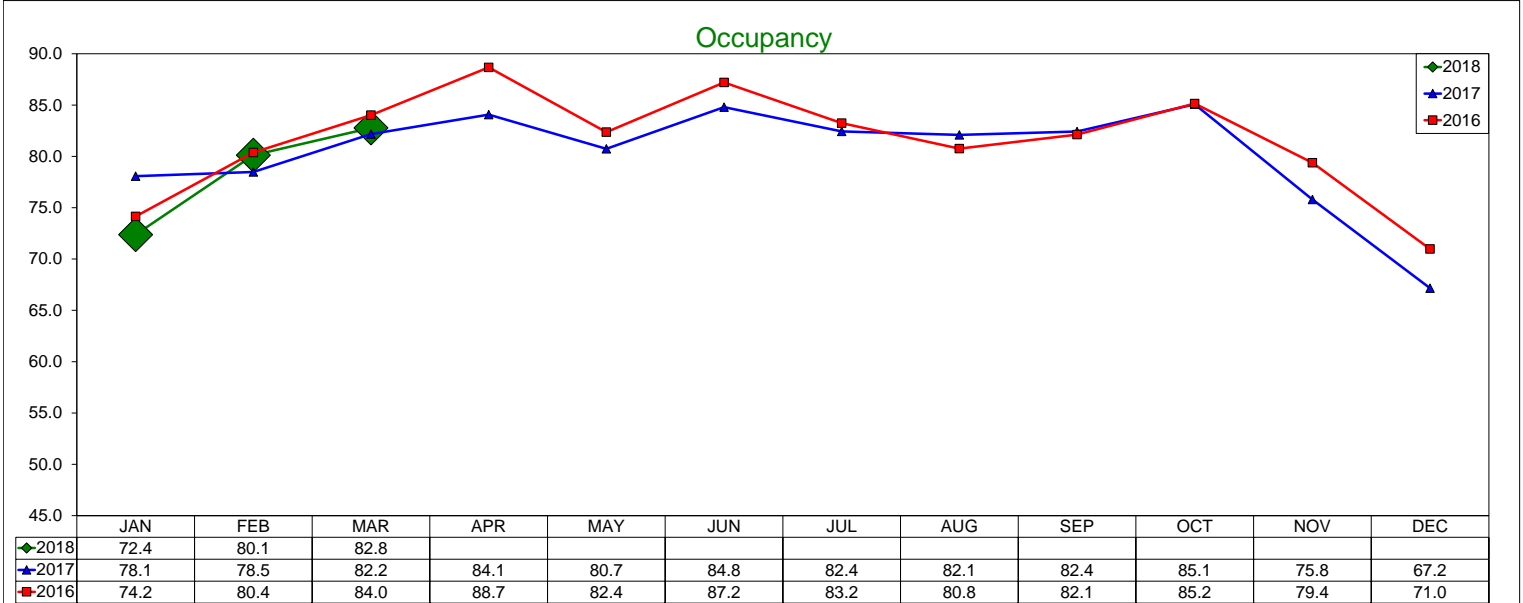
12 month RevPAR Rolling Average through March 2018 is \$100.77 with a change from last year of 1.3%

# Three Year Comparison - Limited Service - DFW North

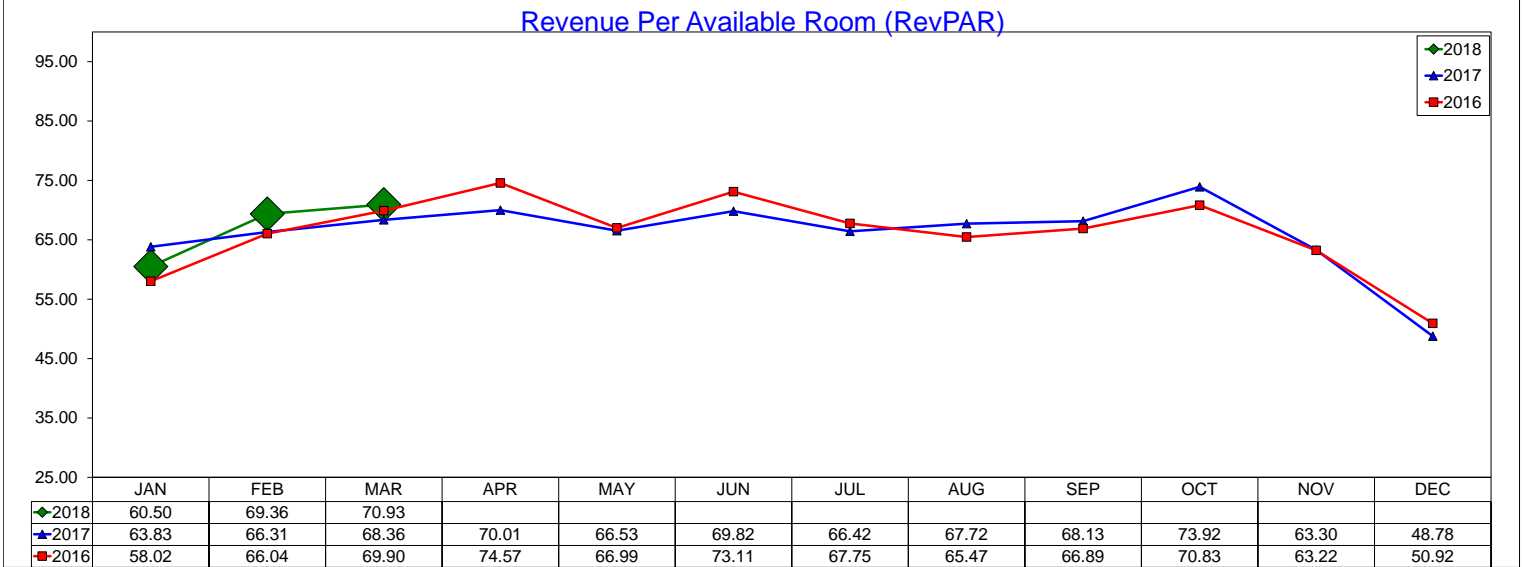
March 2018



12 month ADR Rolling Average through March 2018 is \$82.84 with a change from last year of 1.6%



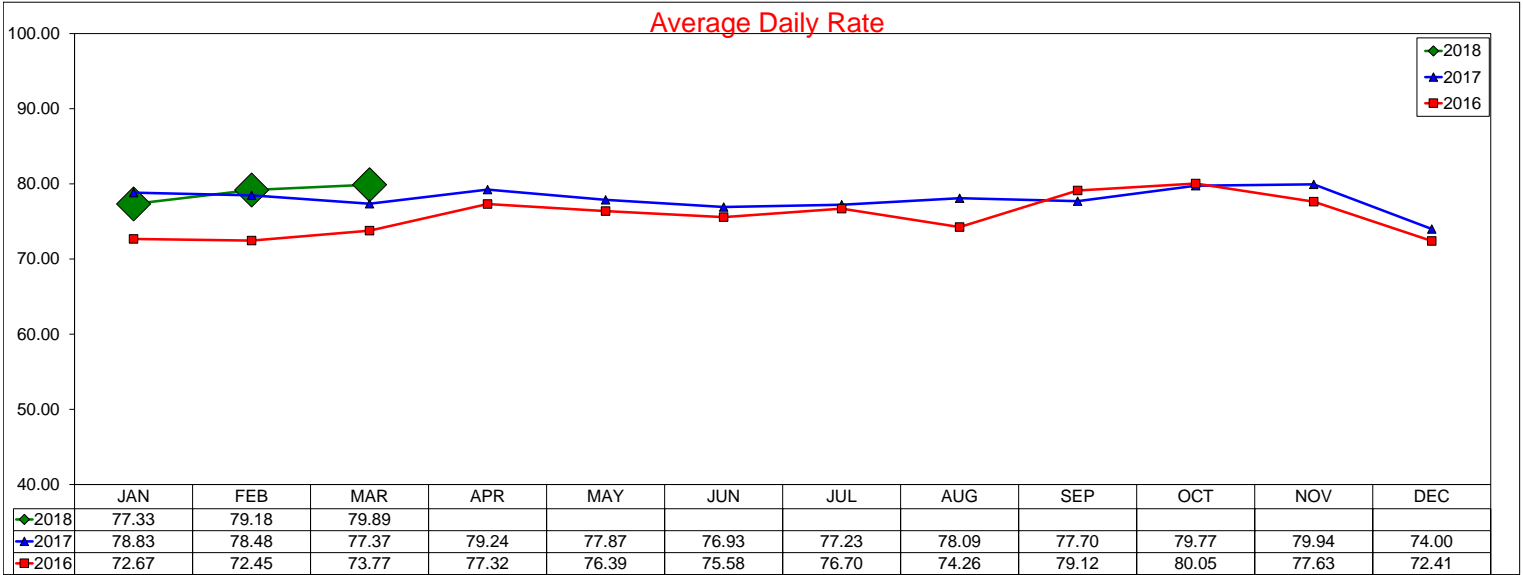
12 month Occupancy Rolling Average through March 2018 is 79.97% with a change from last year of -1.5%



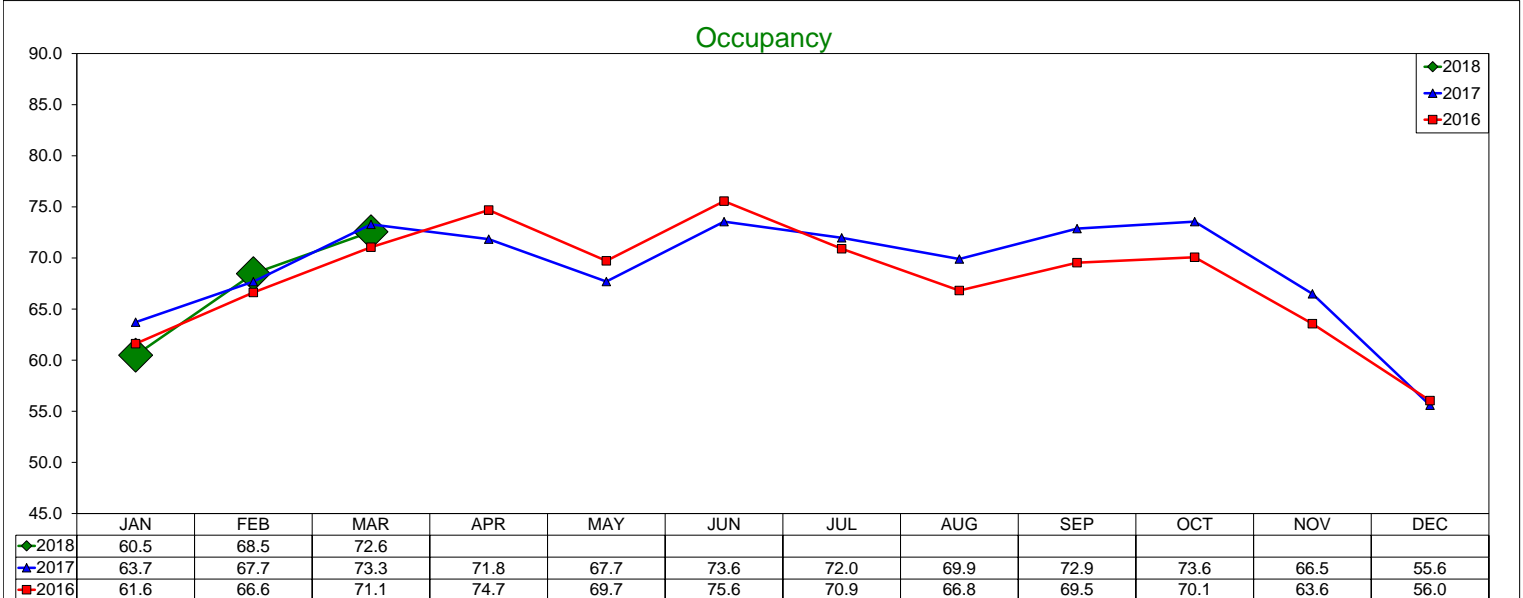
12 month RevPAR Rolling Average through March 2018 is \$66.24 with a change from last year of 0.0%

# Three Year Comparison - Limited Service - DFW South

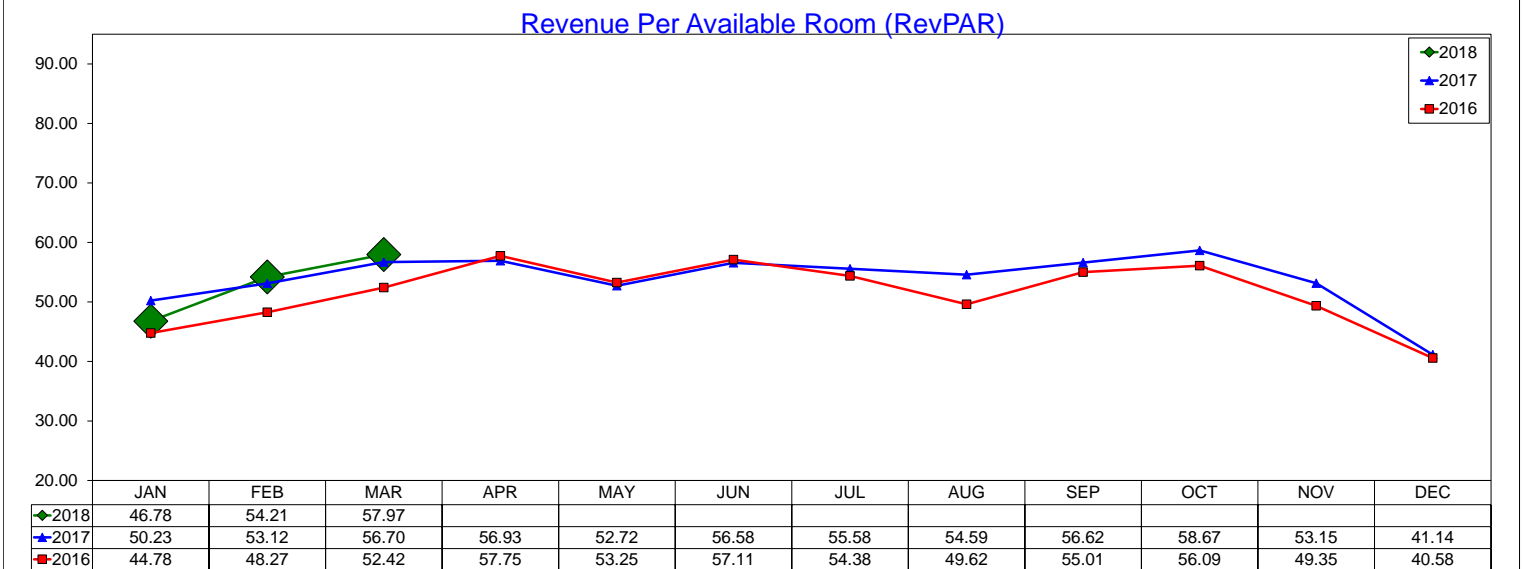
March 2018



12 month ADR Rolling Average through March 2018 is \$78.17 with a change from last year of 1.1%



12 month Occupancy Rolling Average through March 2018 is 68.73% with a change from last year of 1.4%

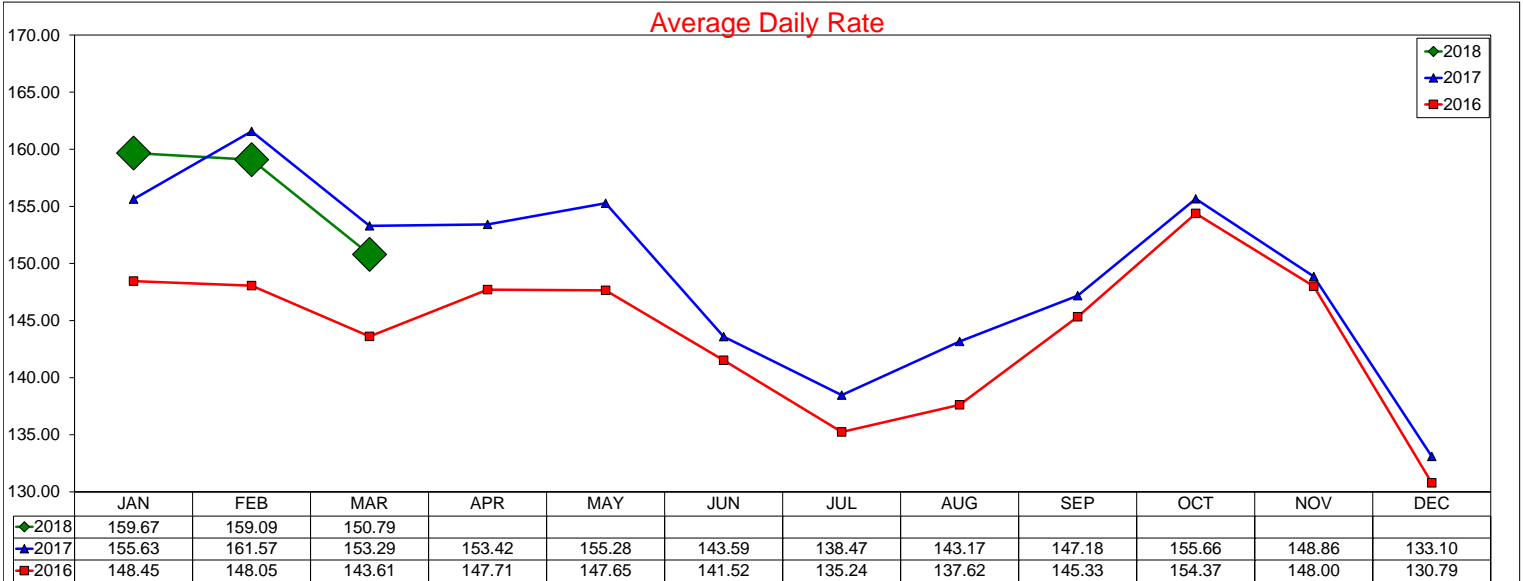


12 month RevPAR Rolling Average through March 2018 is \$53.72 with a change from last year of 2.5%

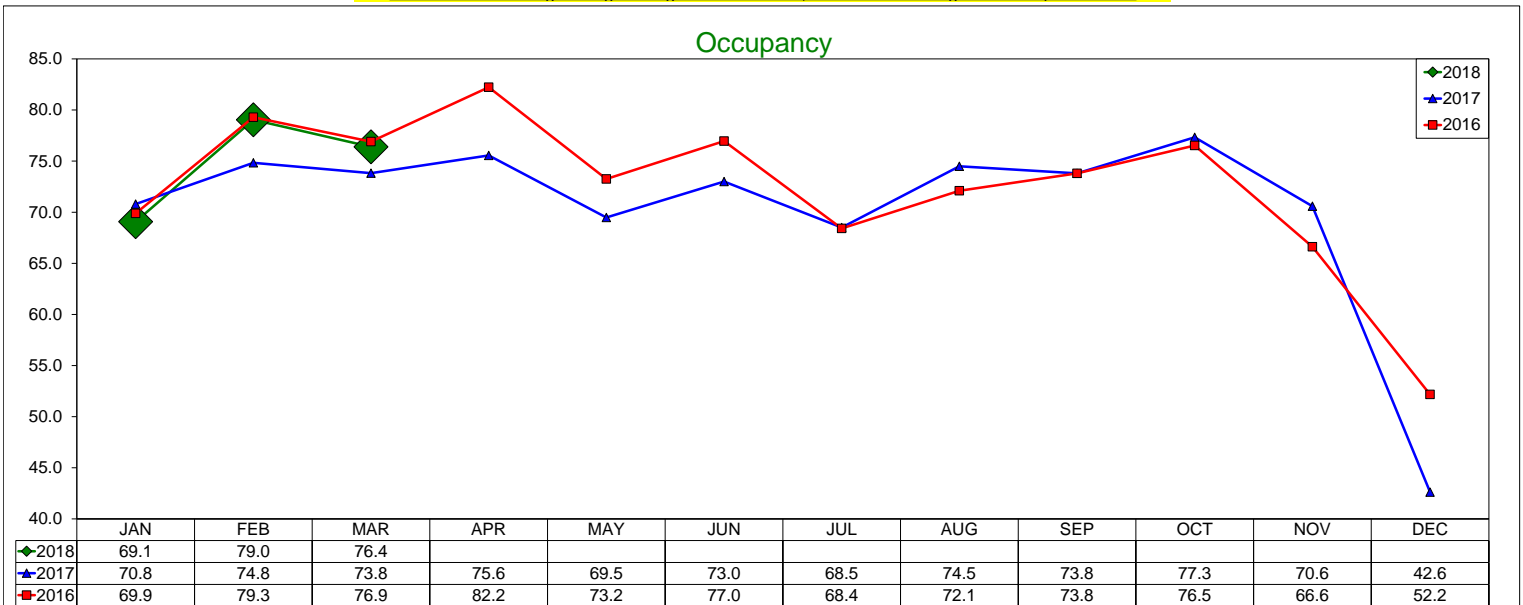
# Three Year Comparison - ICC Comp Set

March 2018

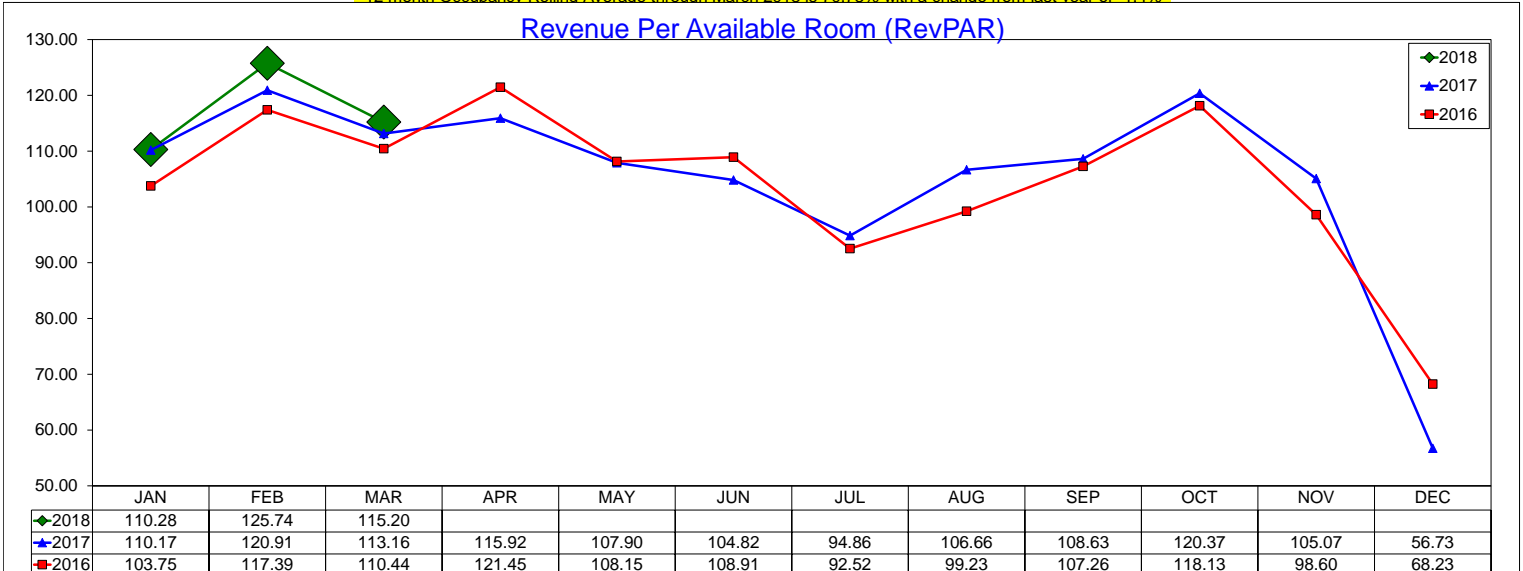
Comp set includes: Marriott Las Colinas, Omni Mandalay, Marriott DFW, Sheraton DFW, Westin DFW



12 month ADR Rolling Average through March 2018 is \$149.62 with a change from last year of 1.8%



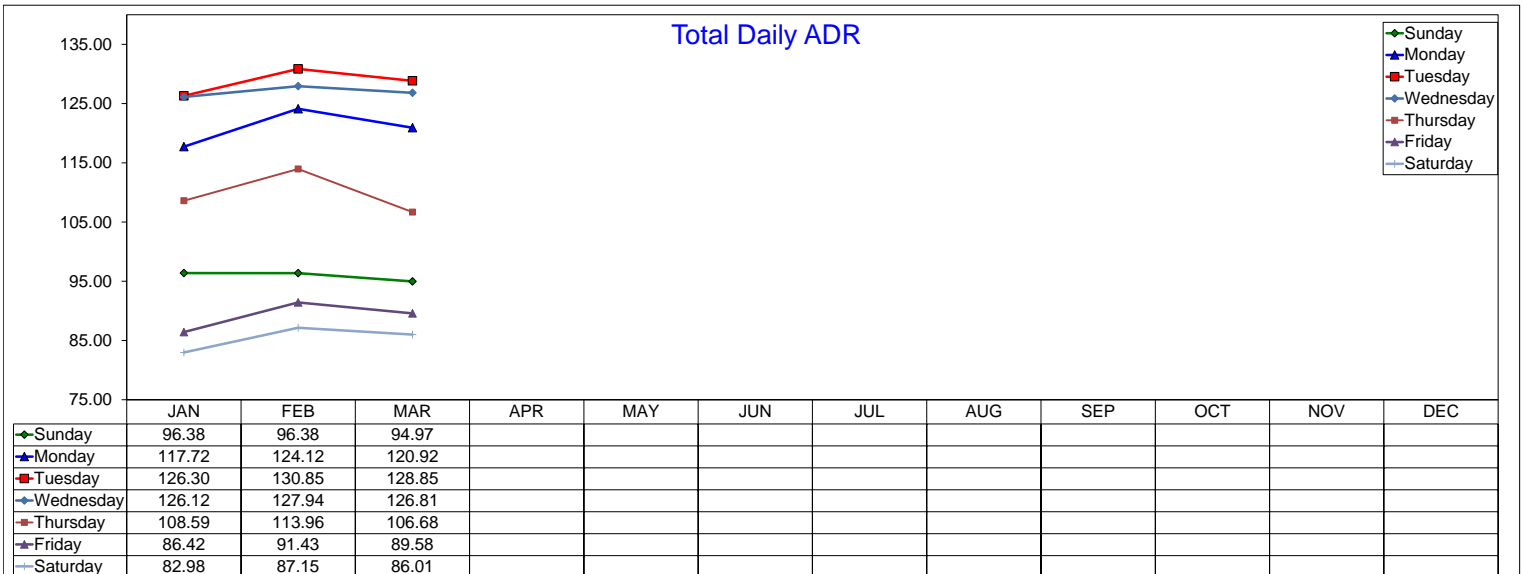
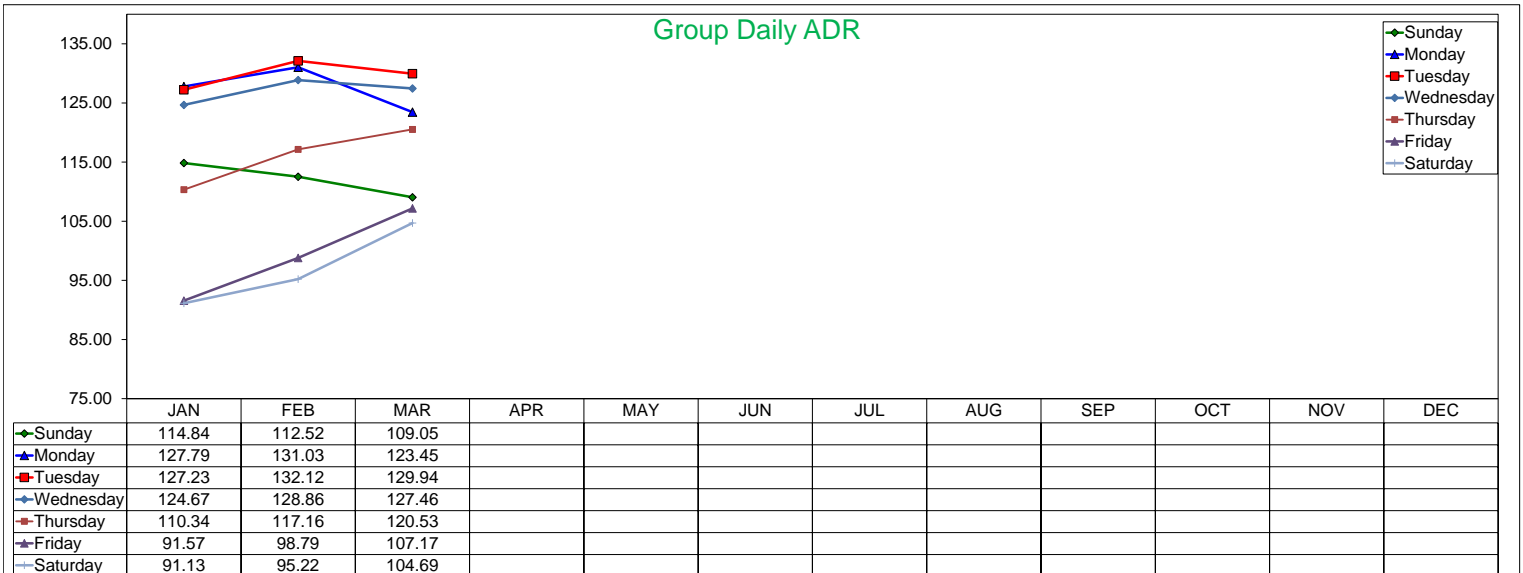
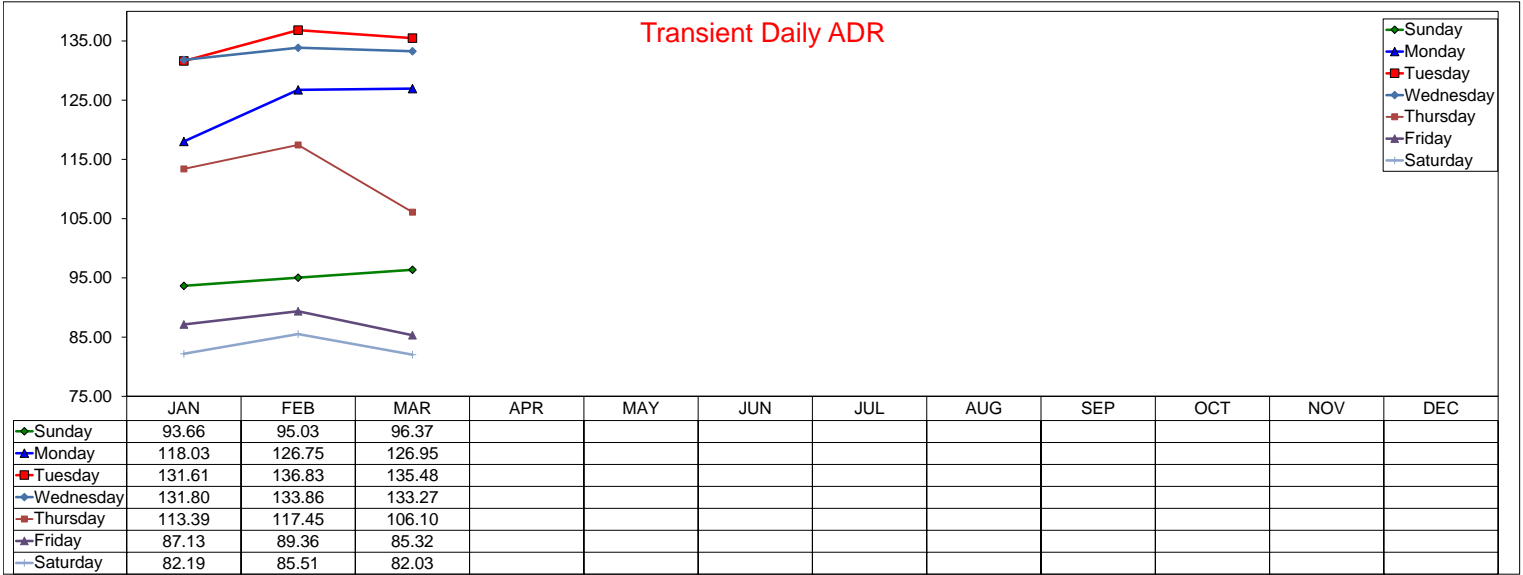
12 month Occupancy Rolling Average through March 2018 is 70.73% with a change from last year of -1.4%



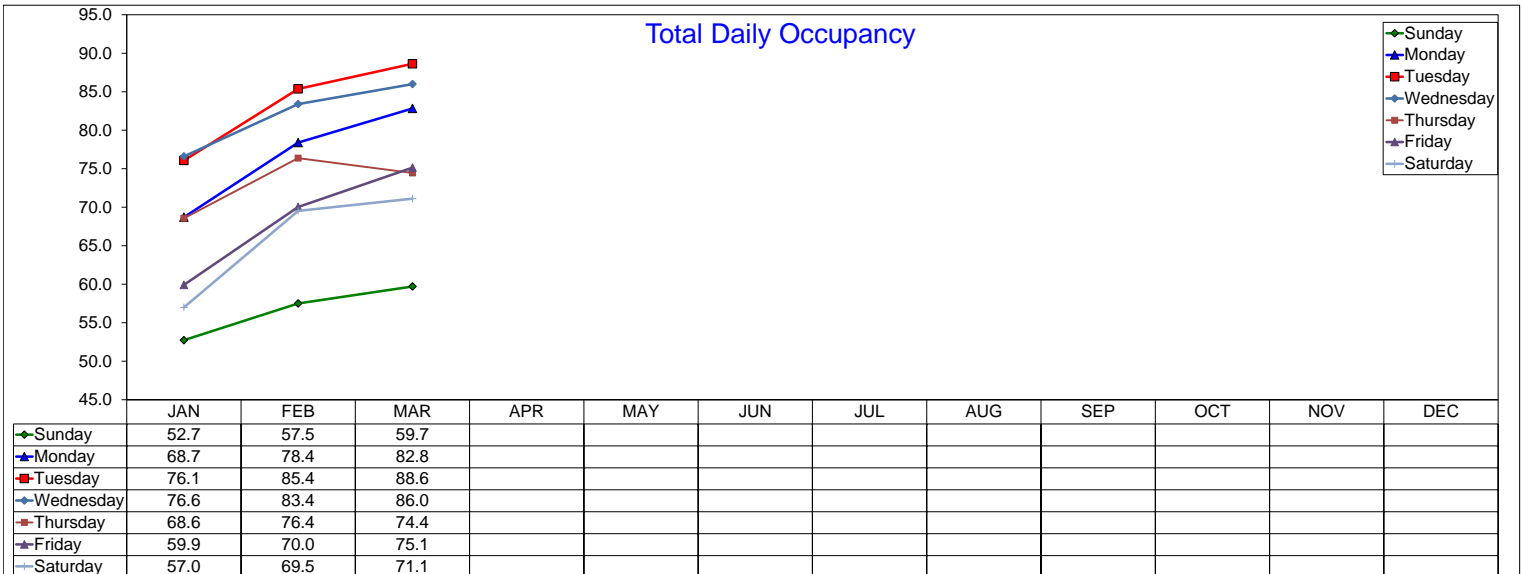
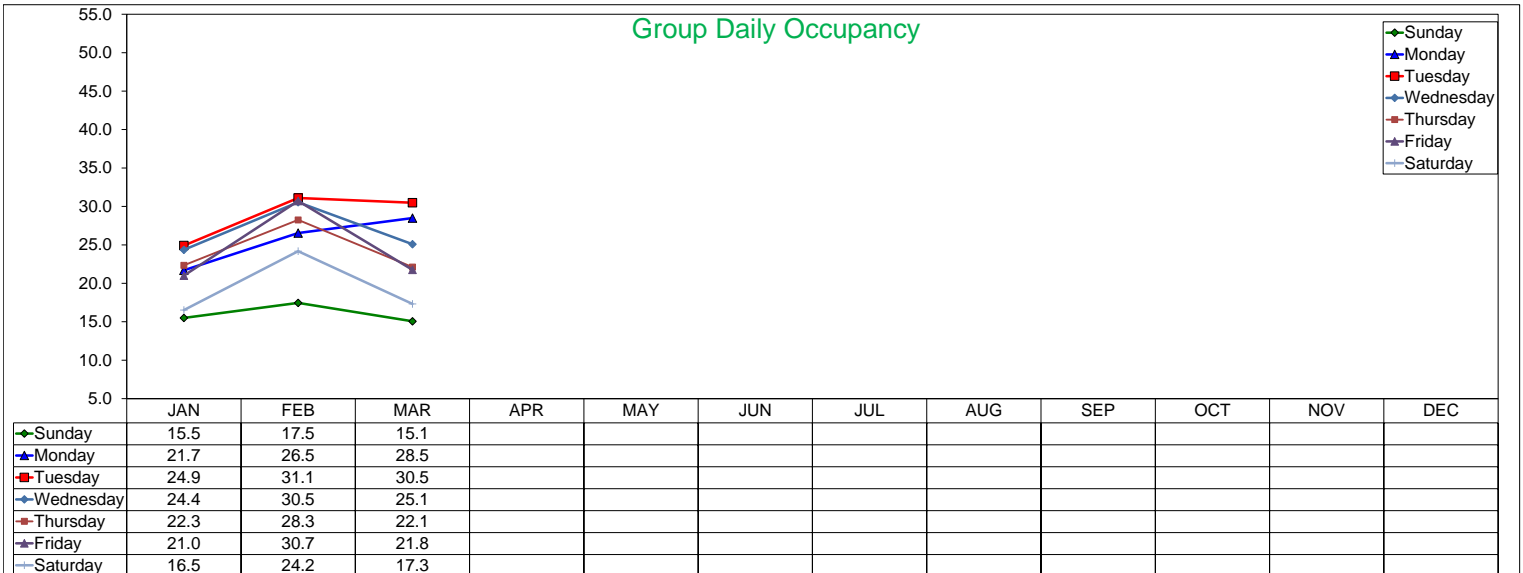
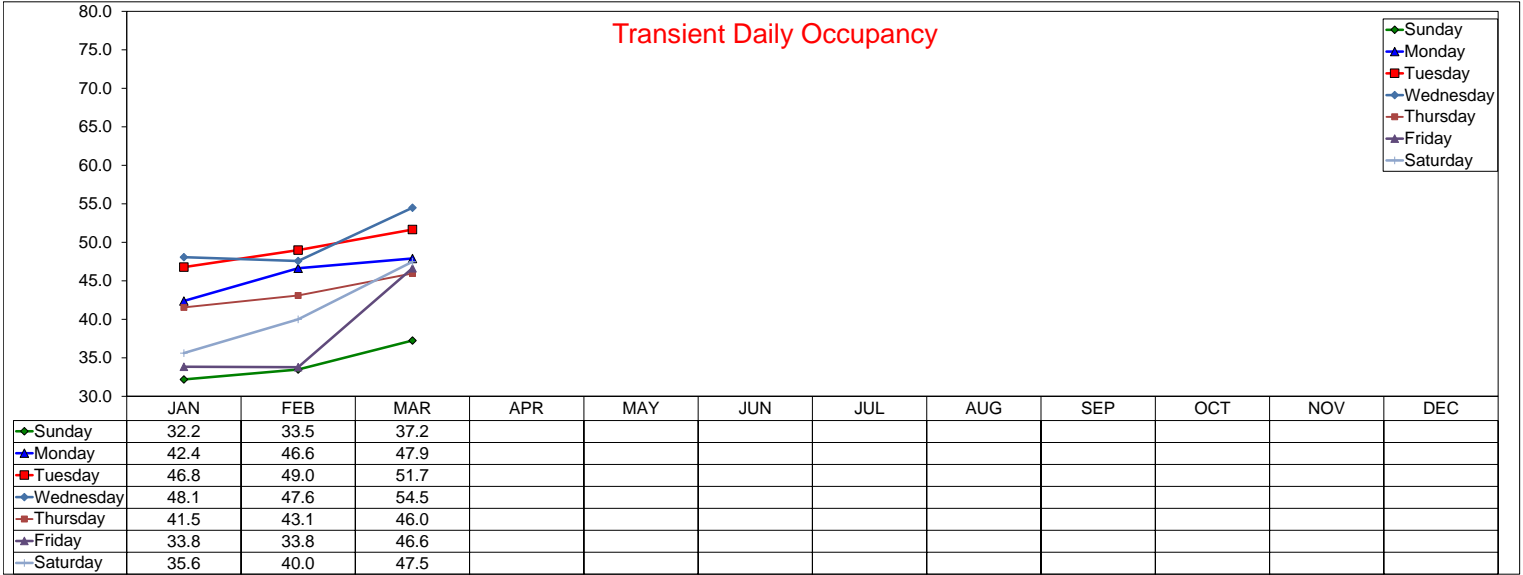
12 month RevPAR Rolling Average through March 2018 is \$105.82 with a change from last year of 0.4%



# Daily ADR by Month 2018

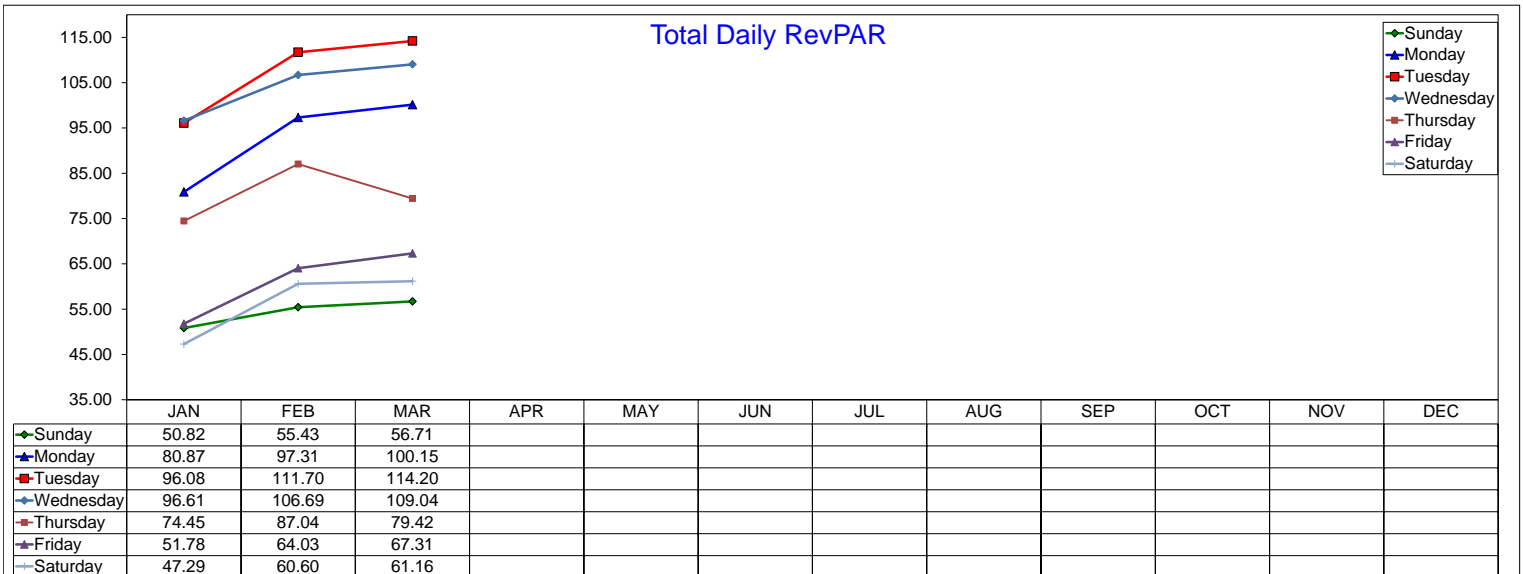
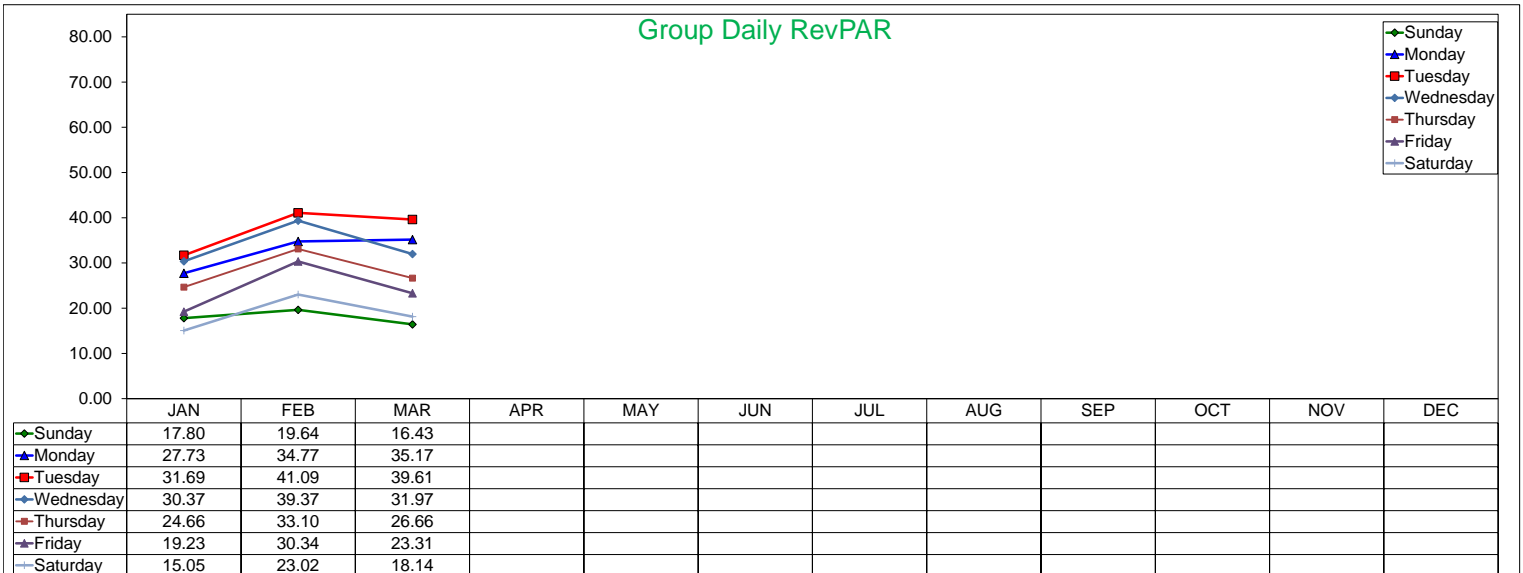
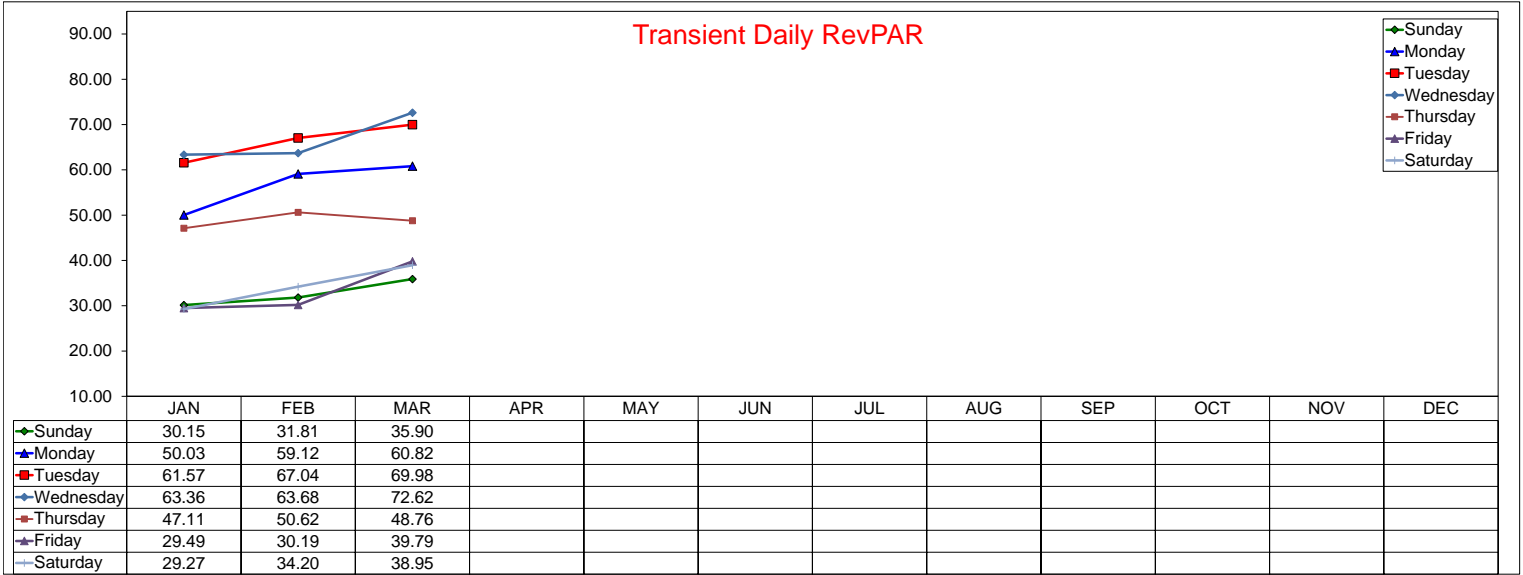


# Daily Occupancy by Month 2018

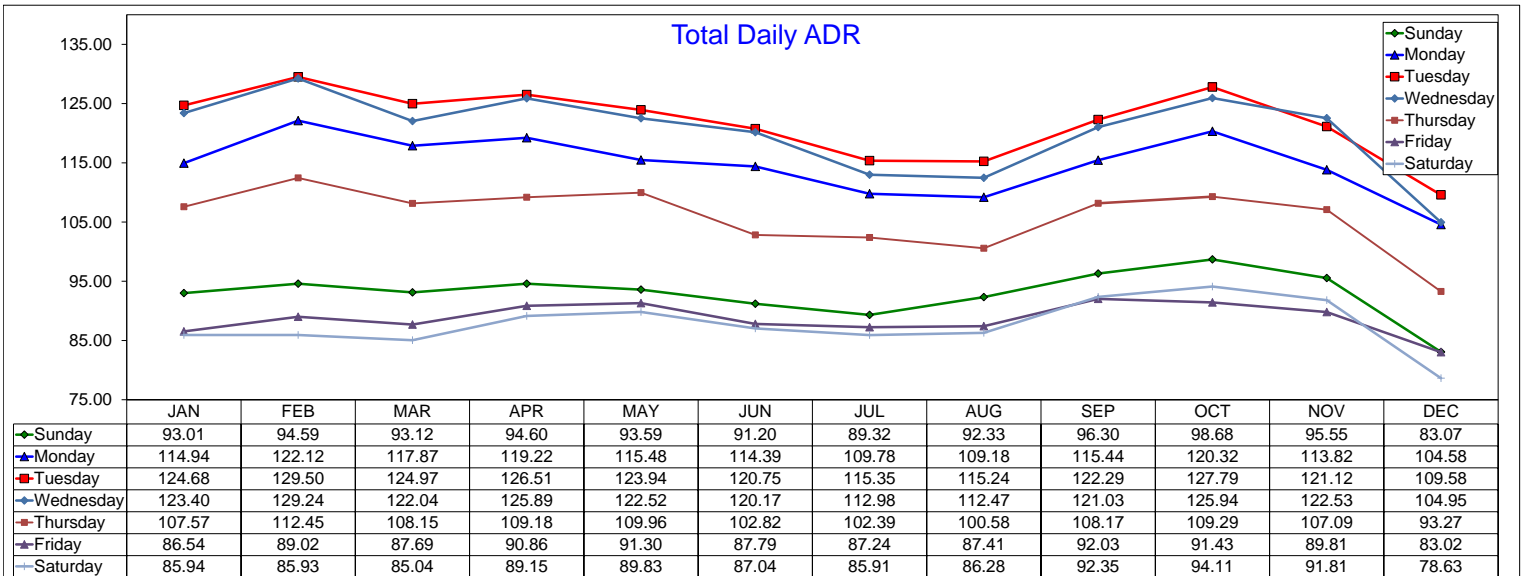
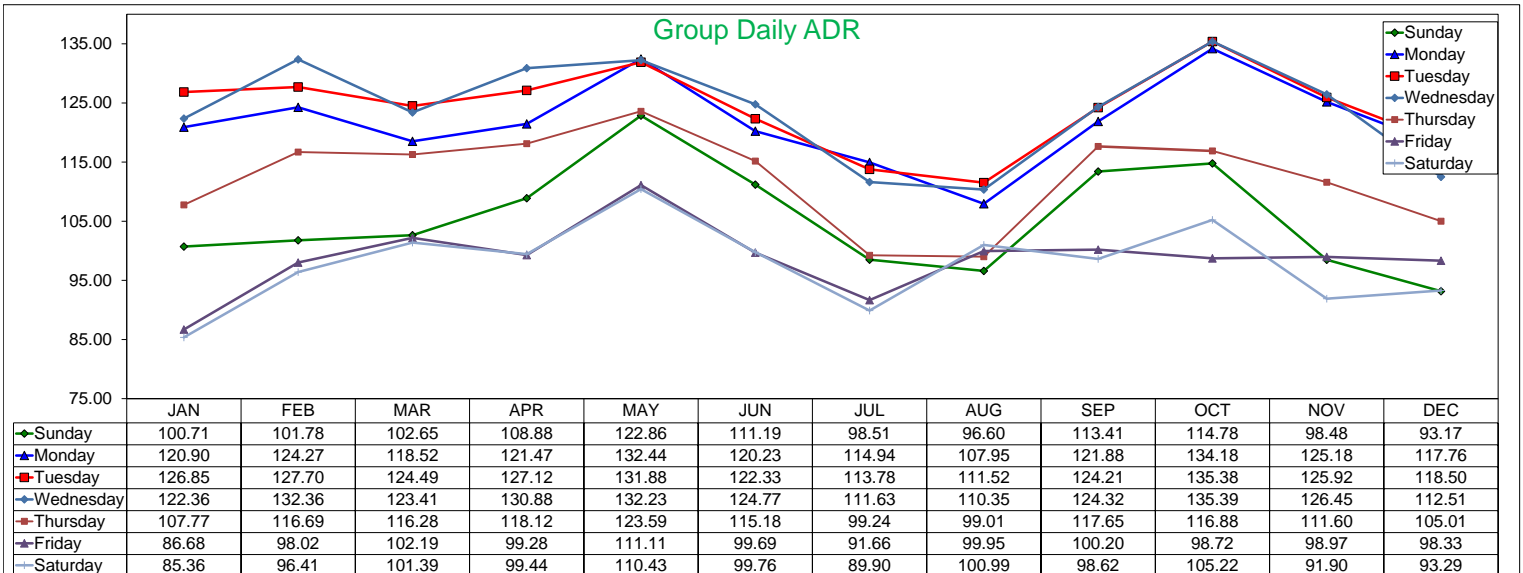
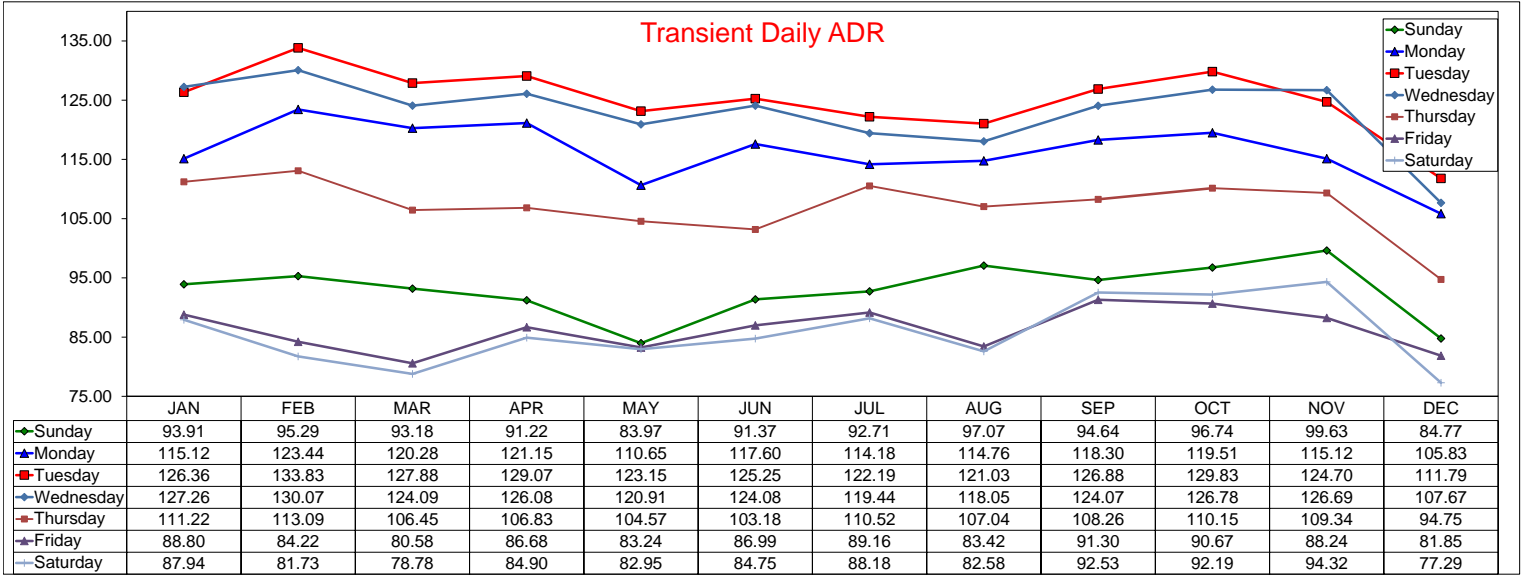


# Daily RevPAR by Month

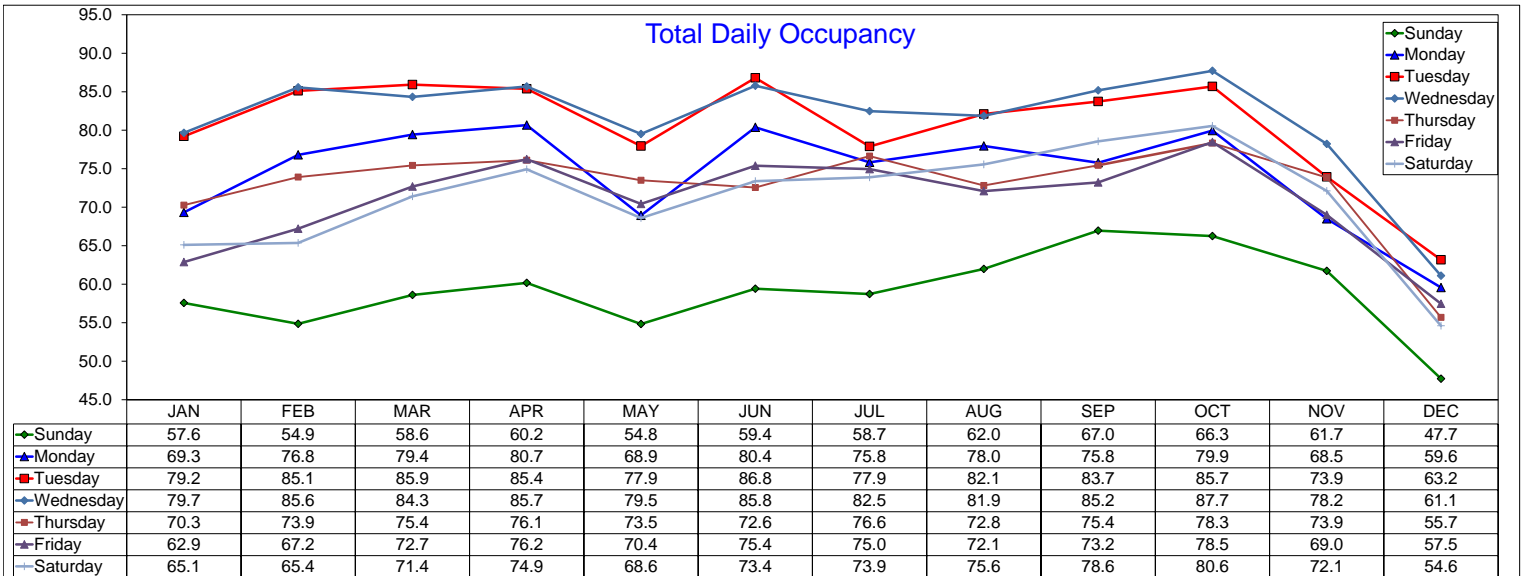
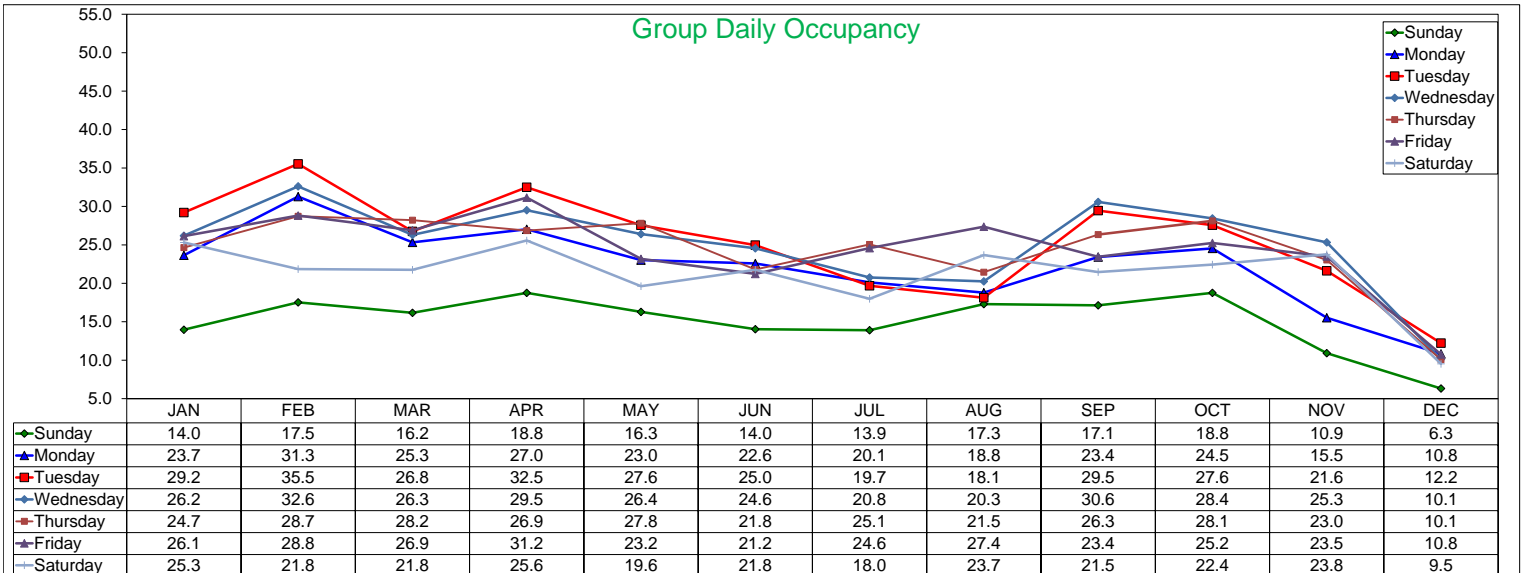
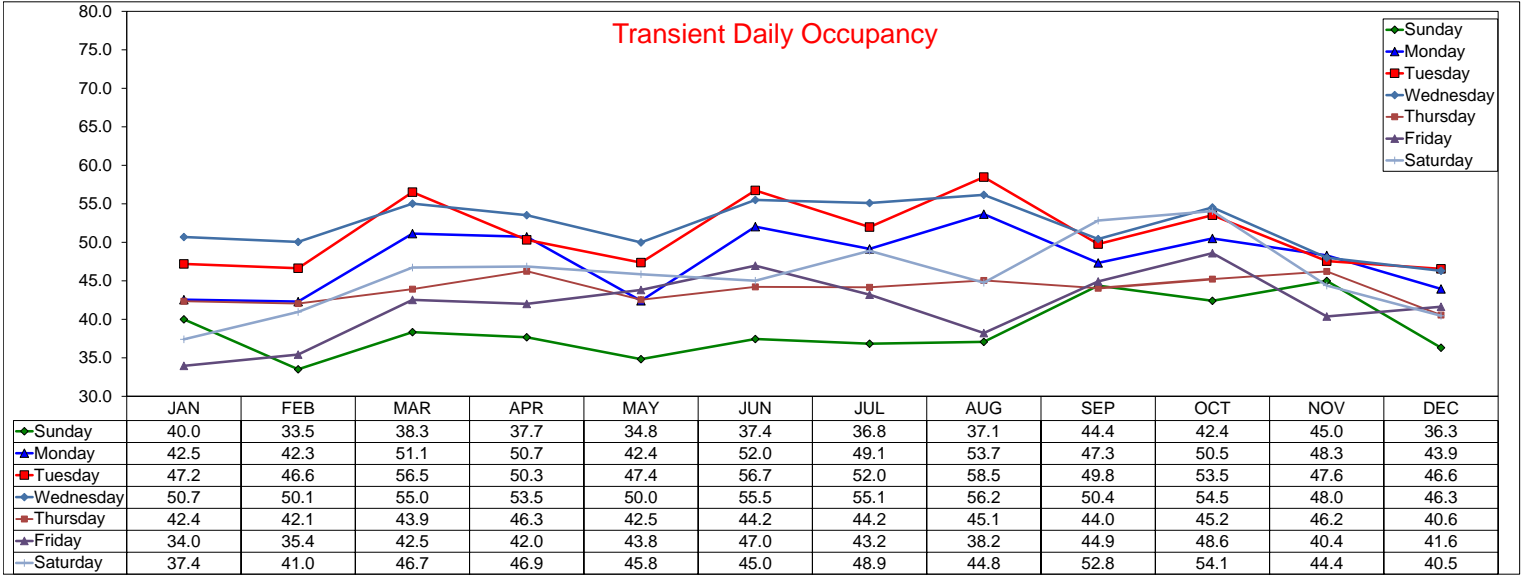
## 2018



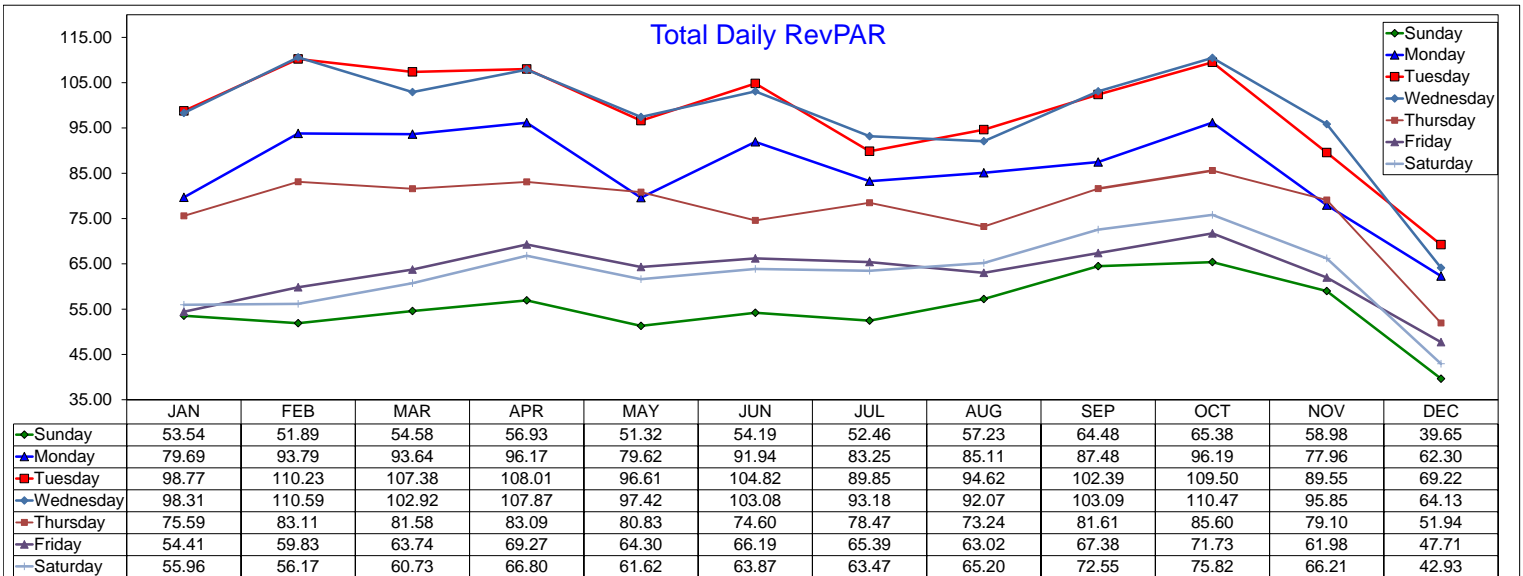
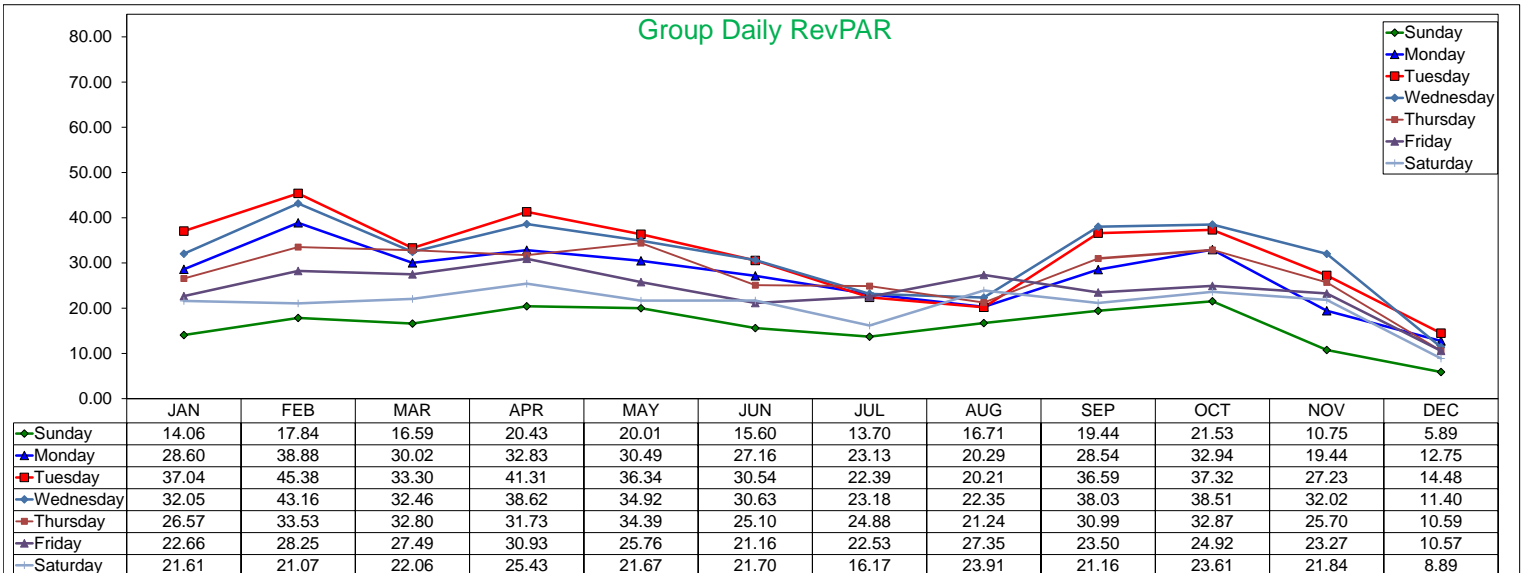
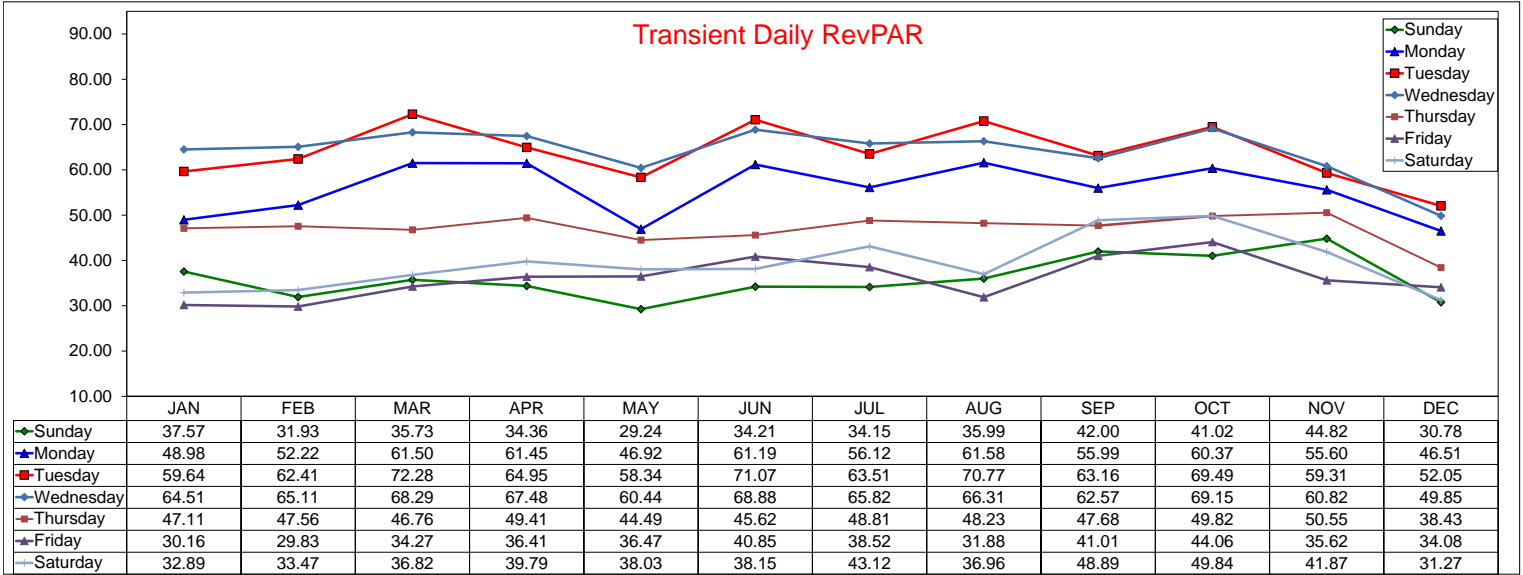
# Daily ADR by Month 2017



# Daily Occupancy by Month 2017

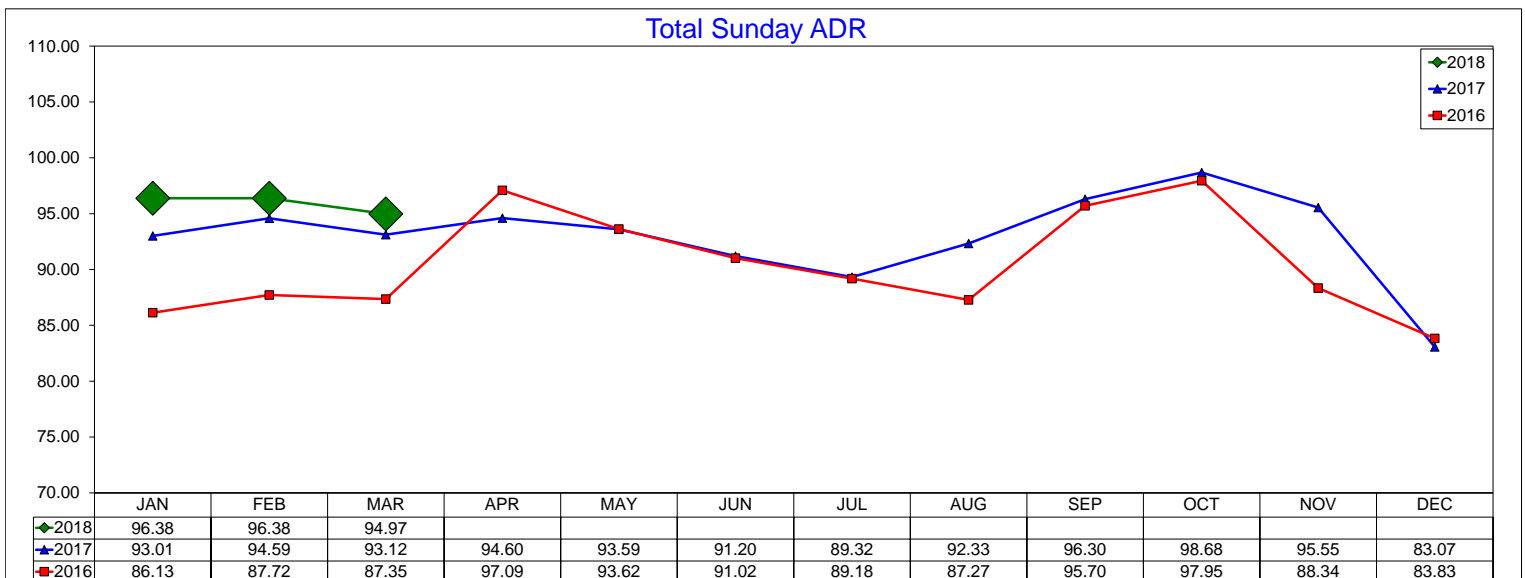
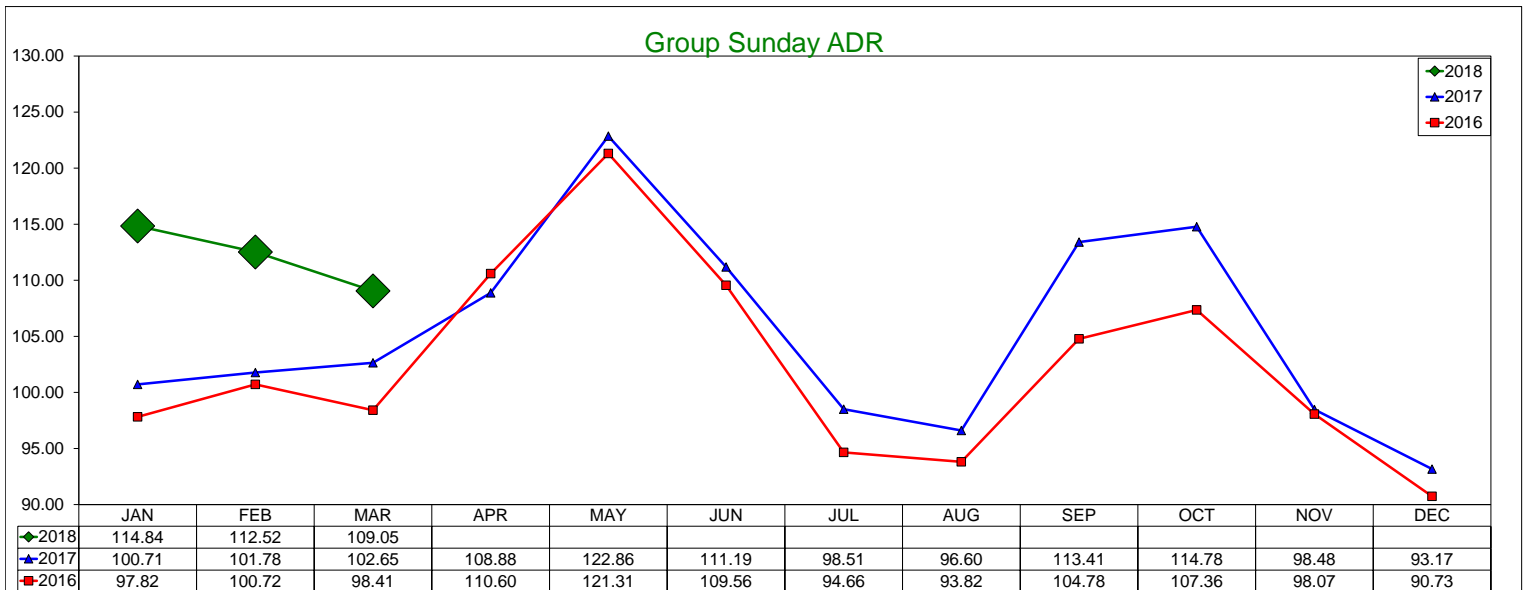
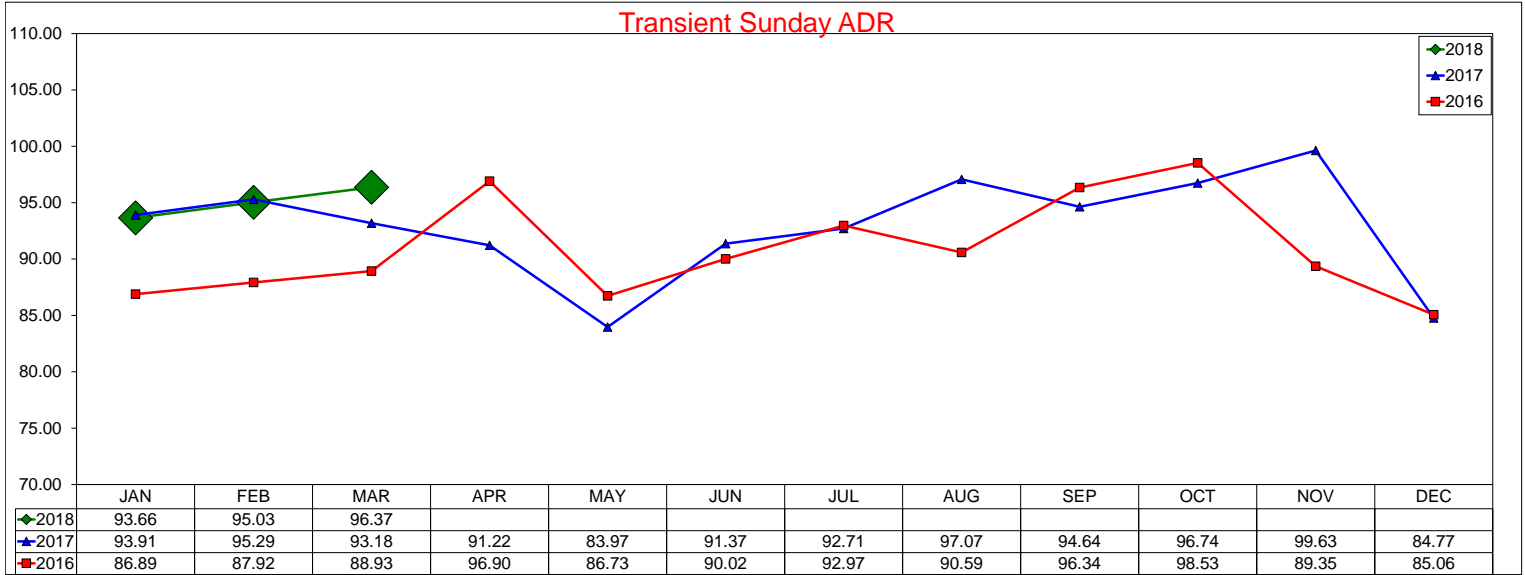


# Daily RevPAR by Month 2017



# Three Year Comparison - Sunday - ADR

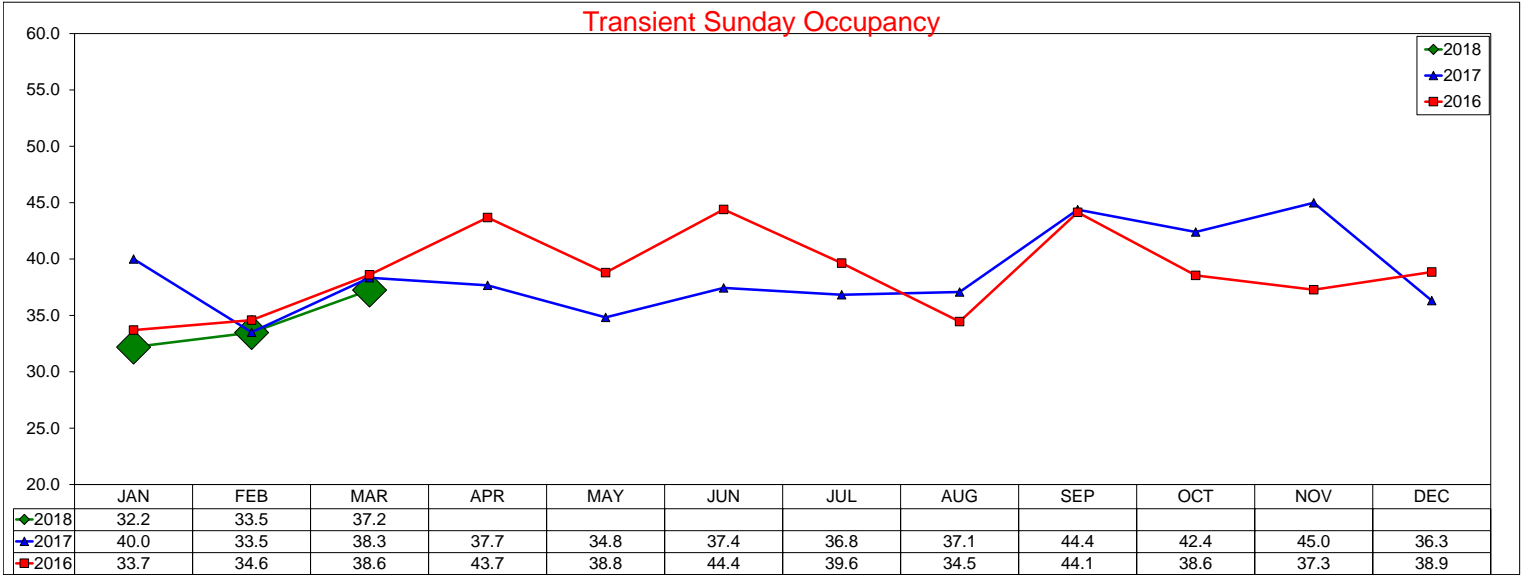
March 2018



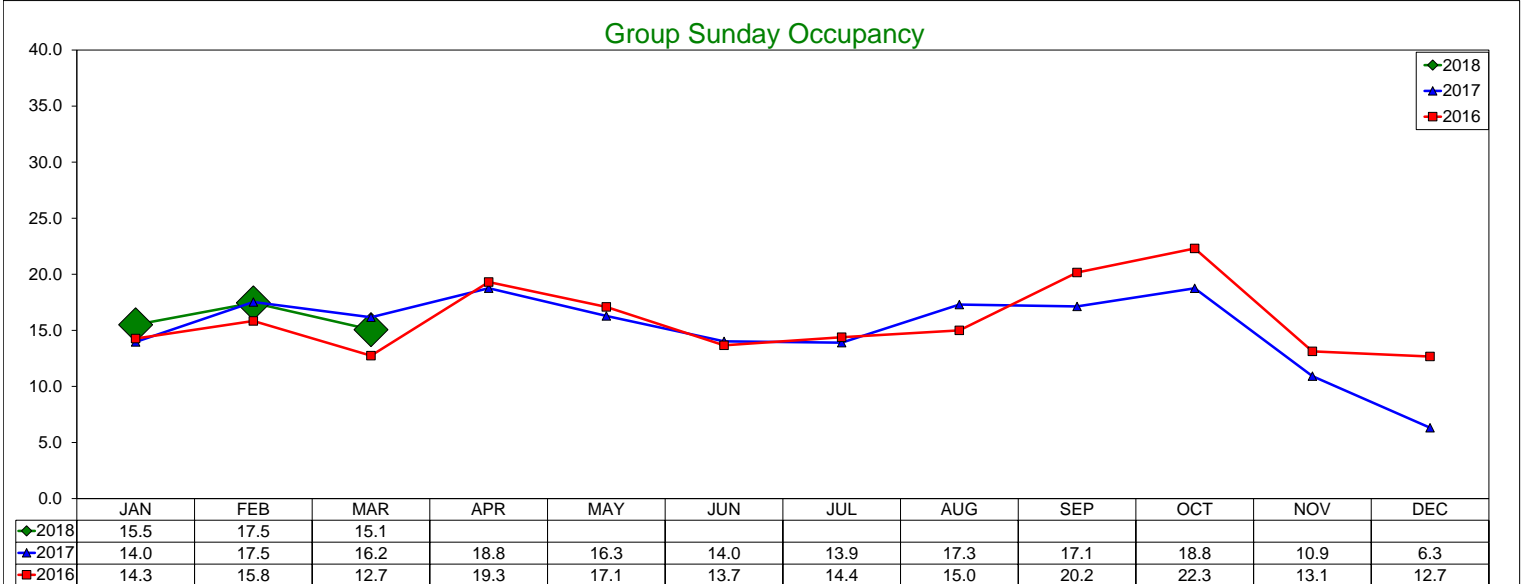
# Three Year Comparison - Sunday - Occupancy

March 2018

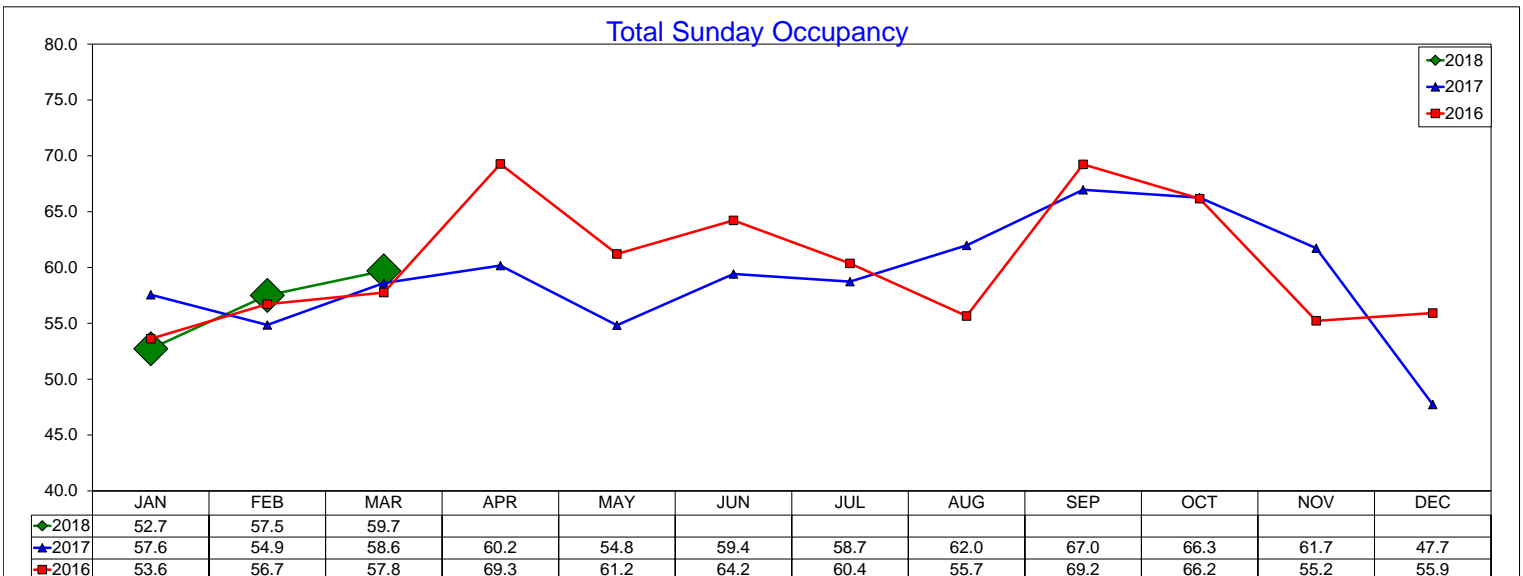
### Transient Sunday Occupancy



### Group Sunday Occupancy



### Total Sunday Occupancy

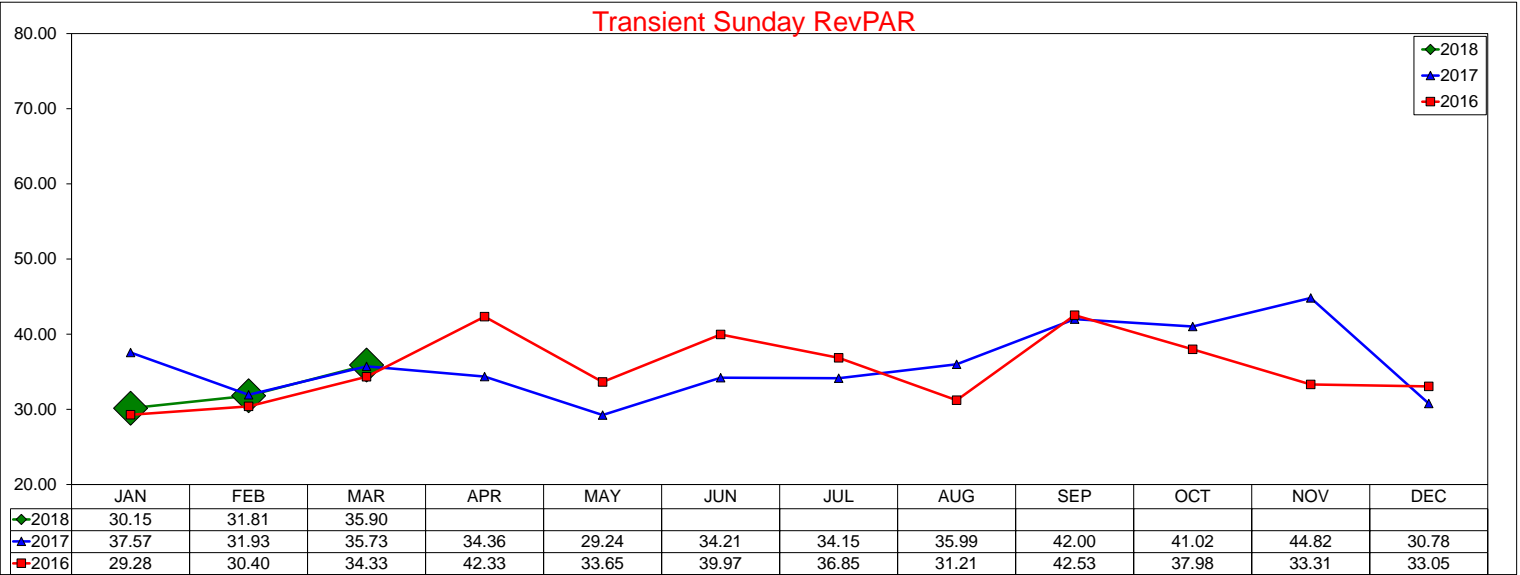




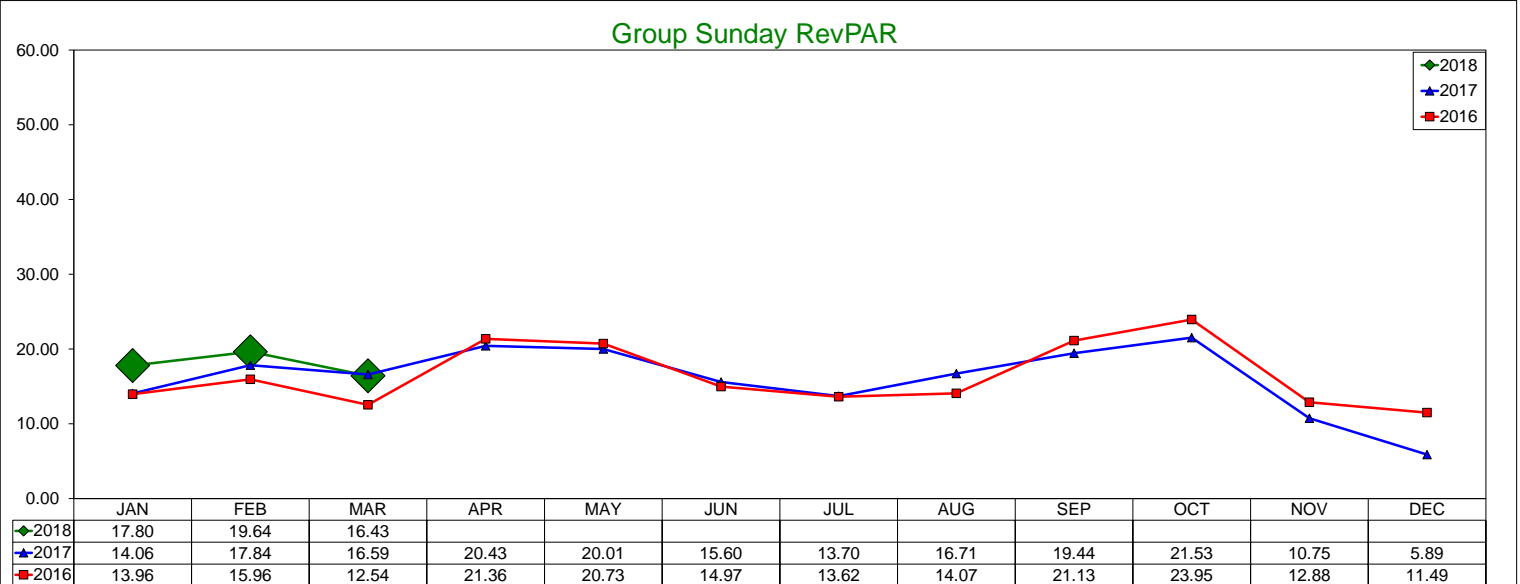
# Three Year Comparison - Sunday - RevPAR

March 2018

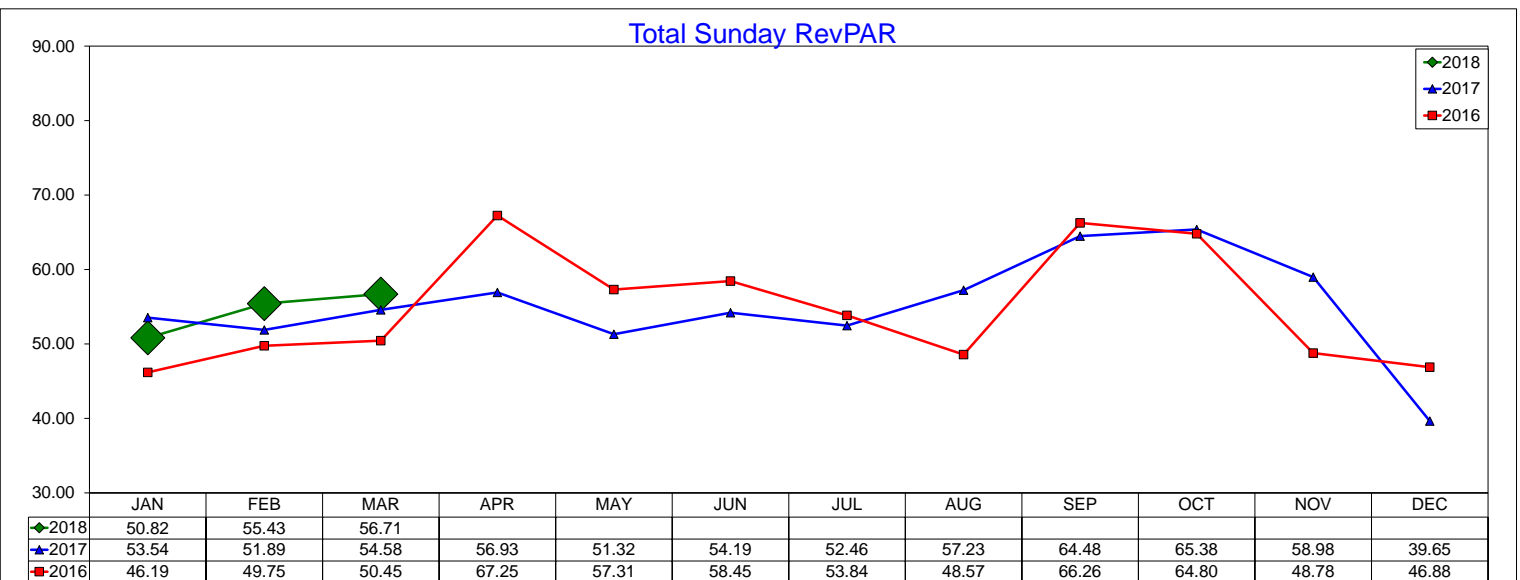
### Transient Sunday RevPAR



### Group Sunday RevPAR

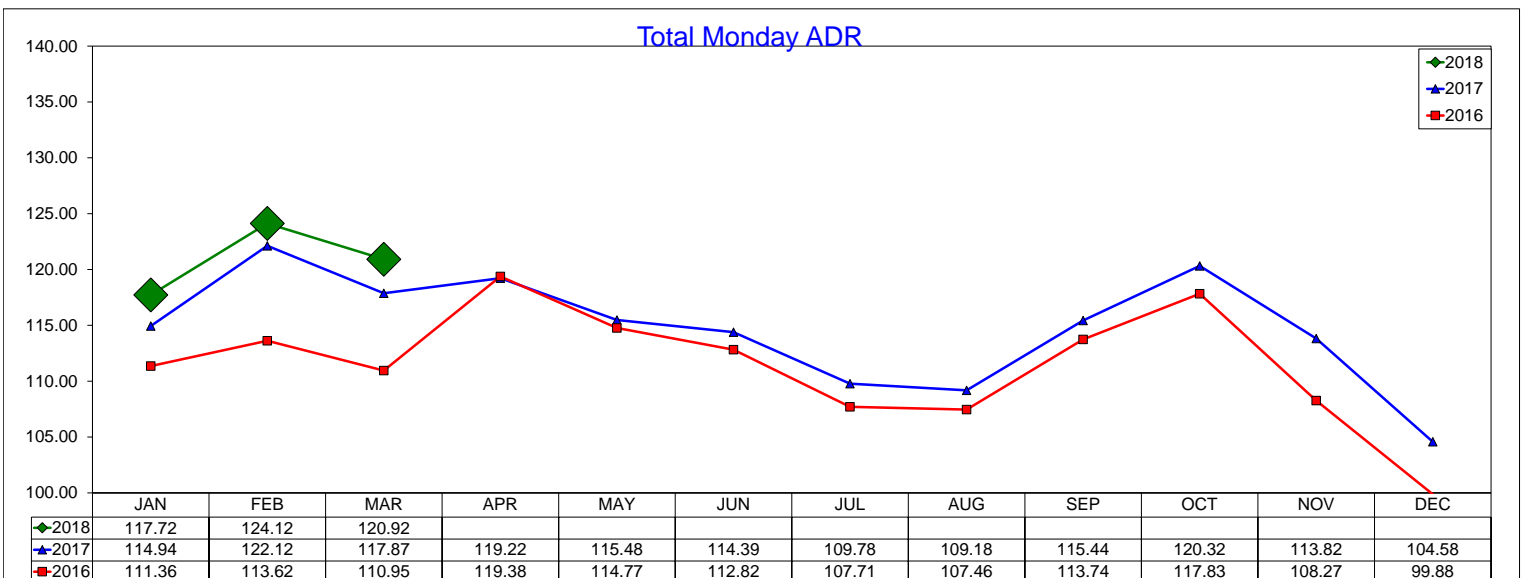
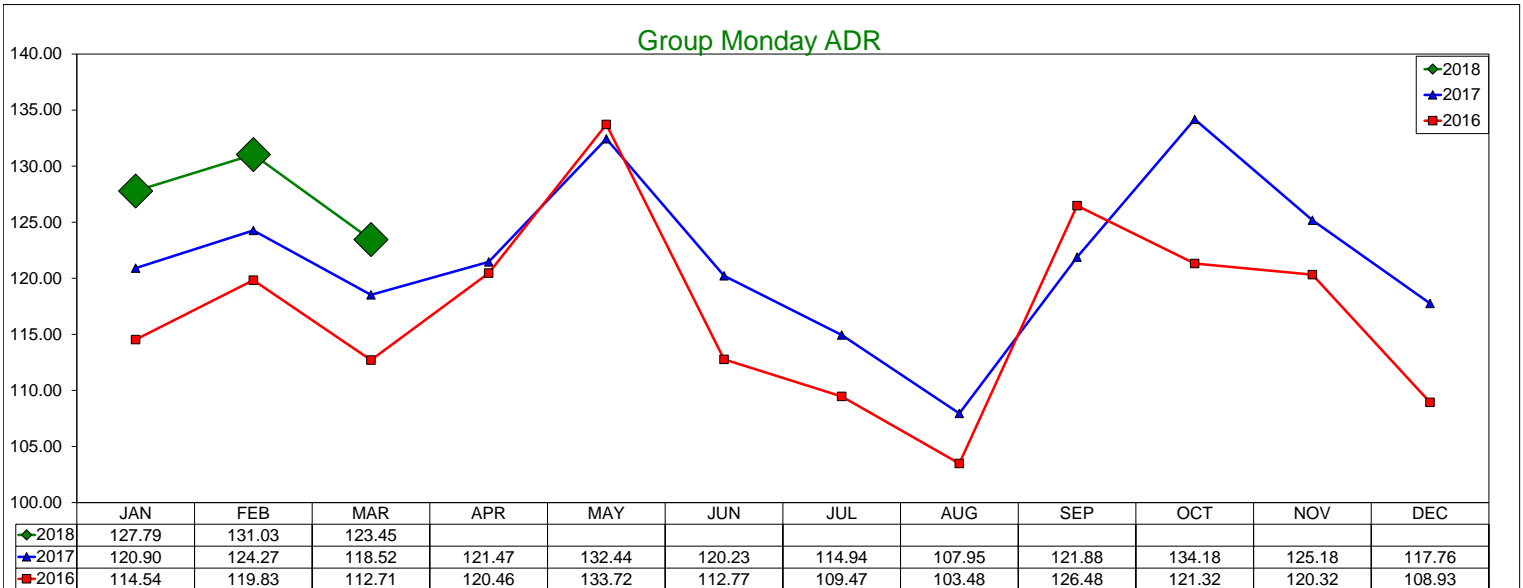
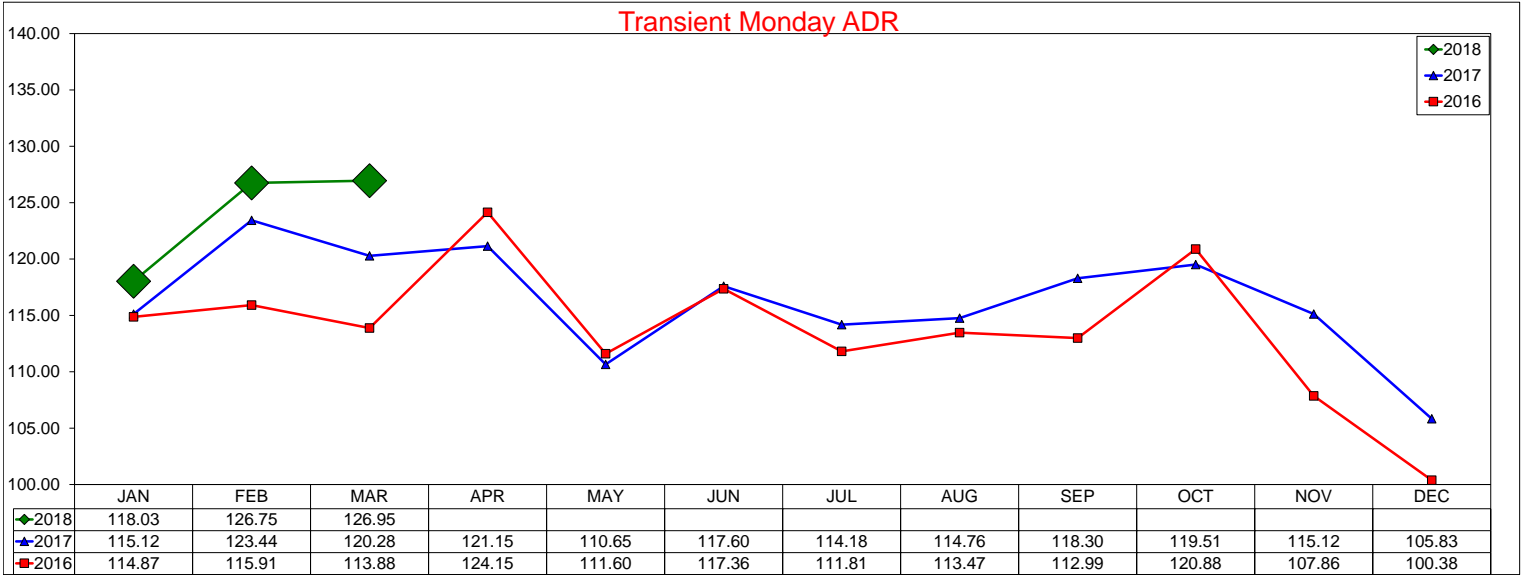


### Total Sunday RevPAR



# Three Year Comparison - Monday - ADR

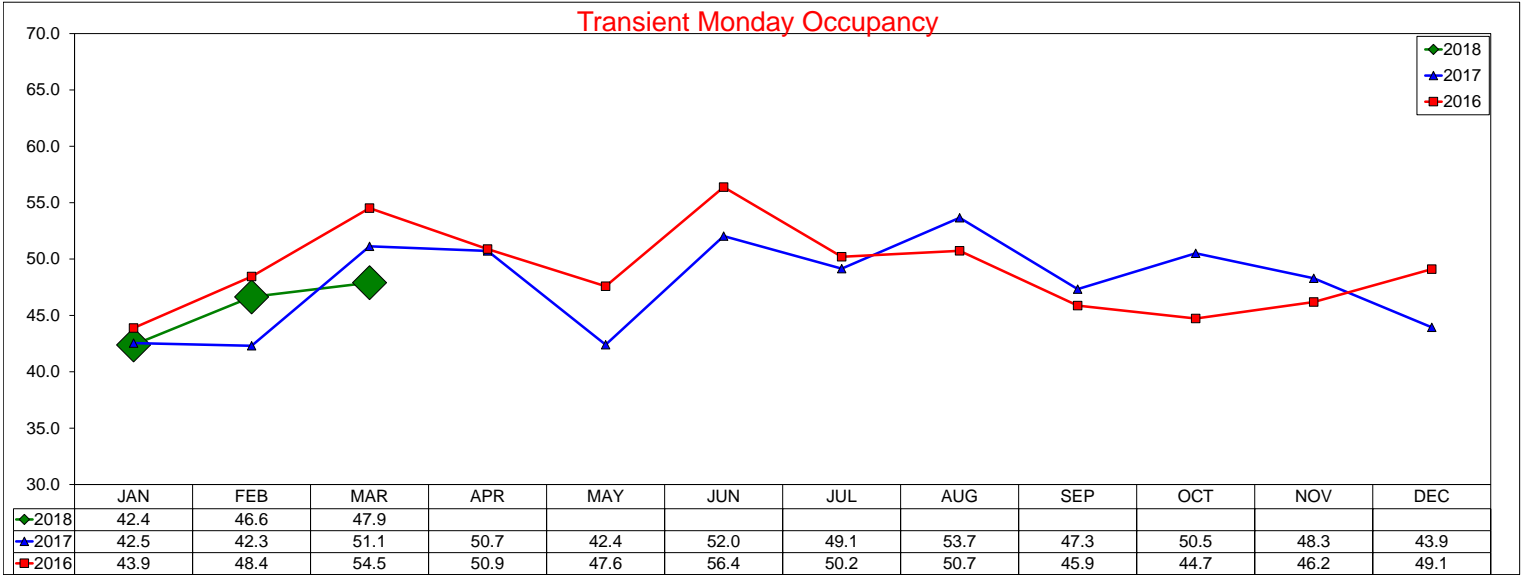
March 2018



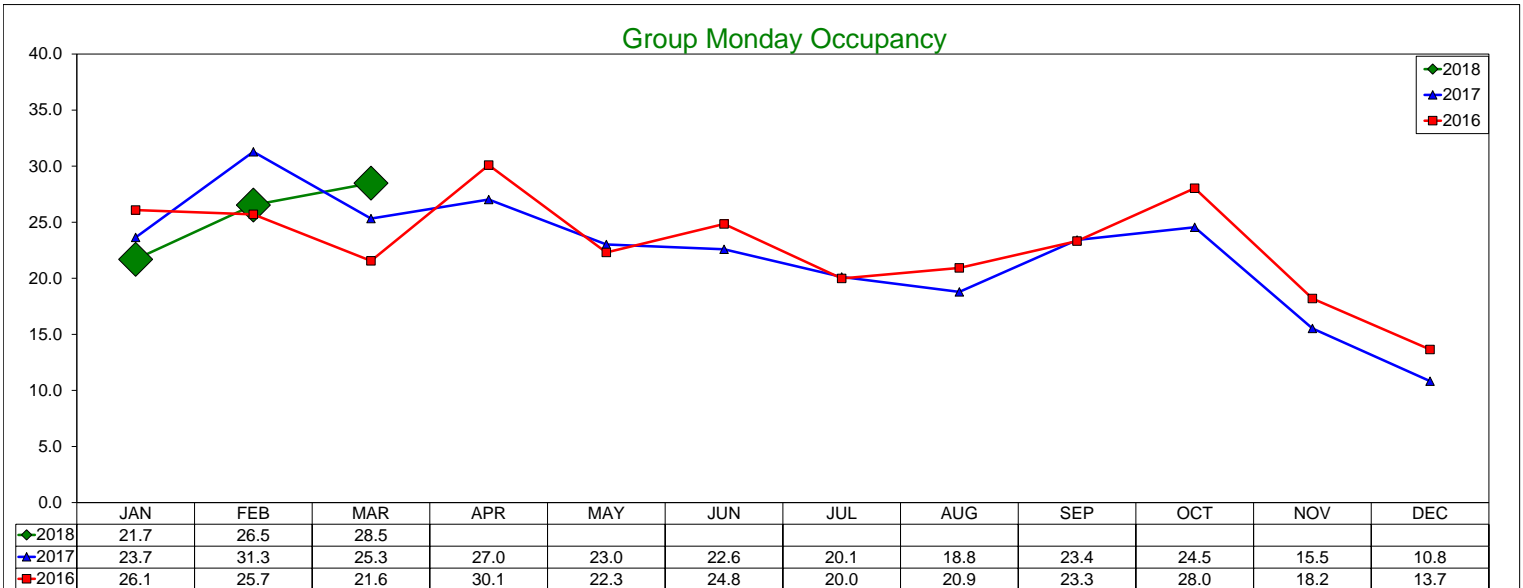
# Three Year Comparison - Monday - Occupancy

March 2018

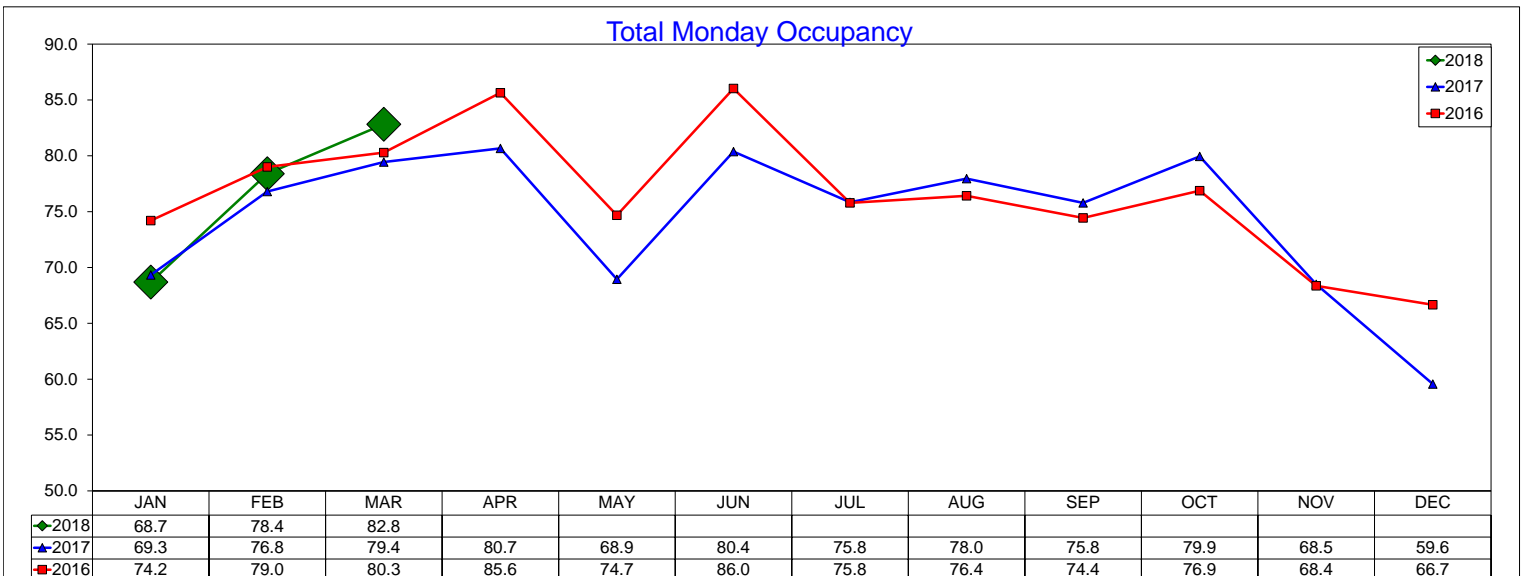
### Transient Monday Occupancy



### Group Monday Occupancy



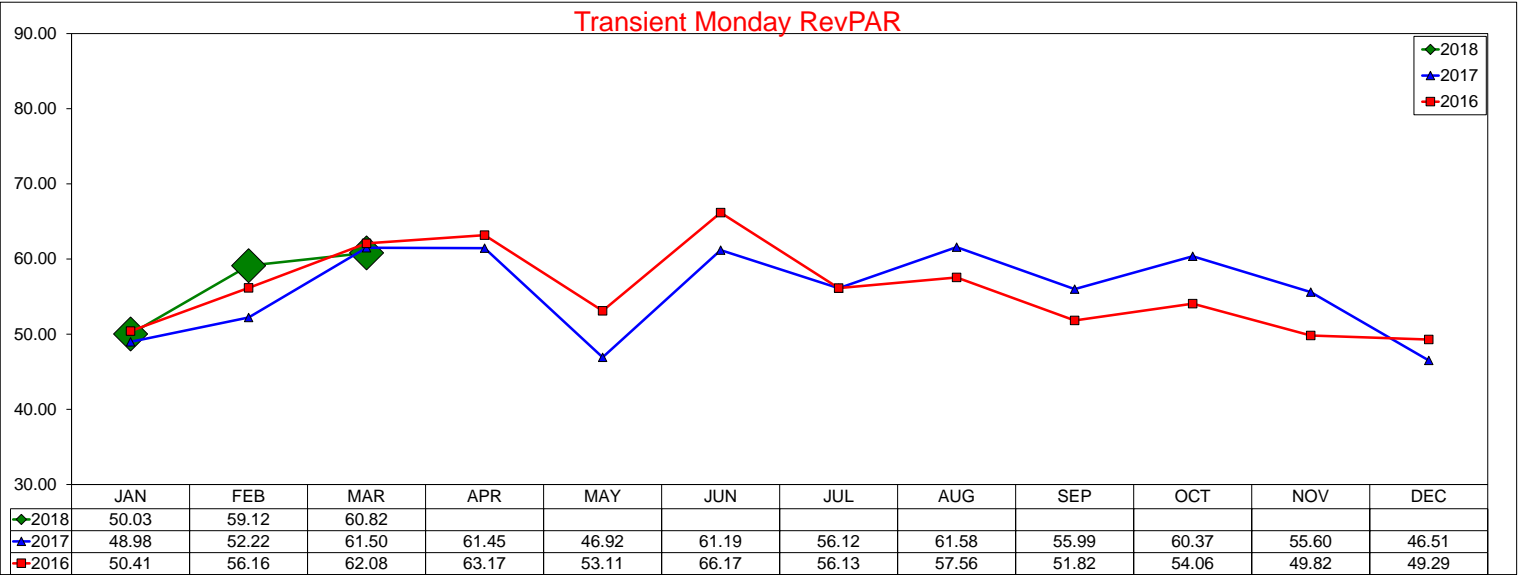
### Total Monday Occupancy



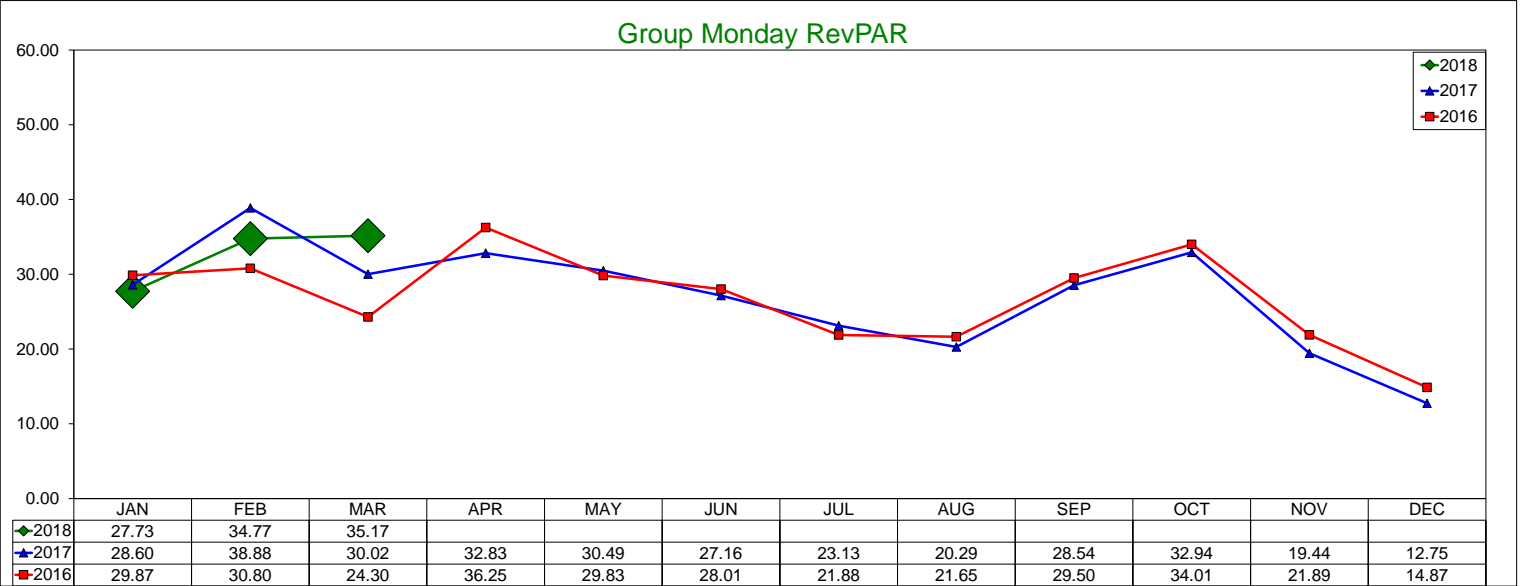
# Three Year Comparison - Monday - RevPAR

March 2018

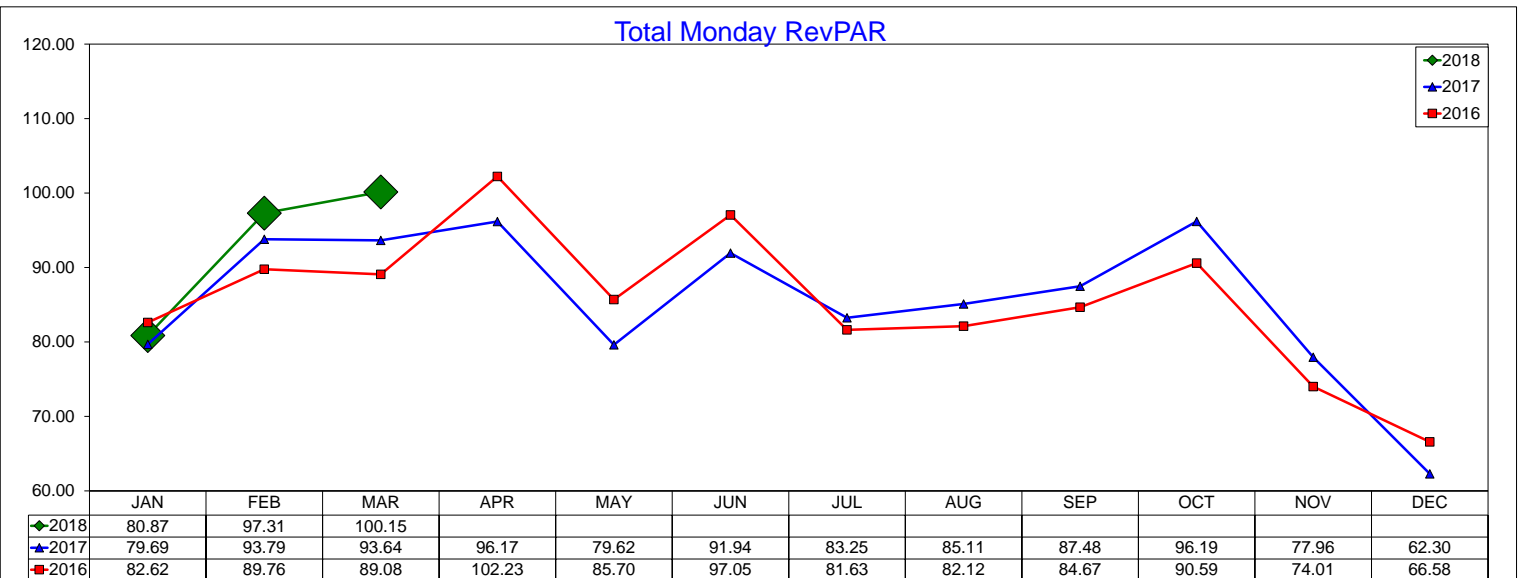
### Transient Monday RevPAR



### Group Monday RevPAR

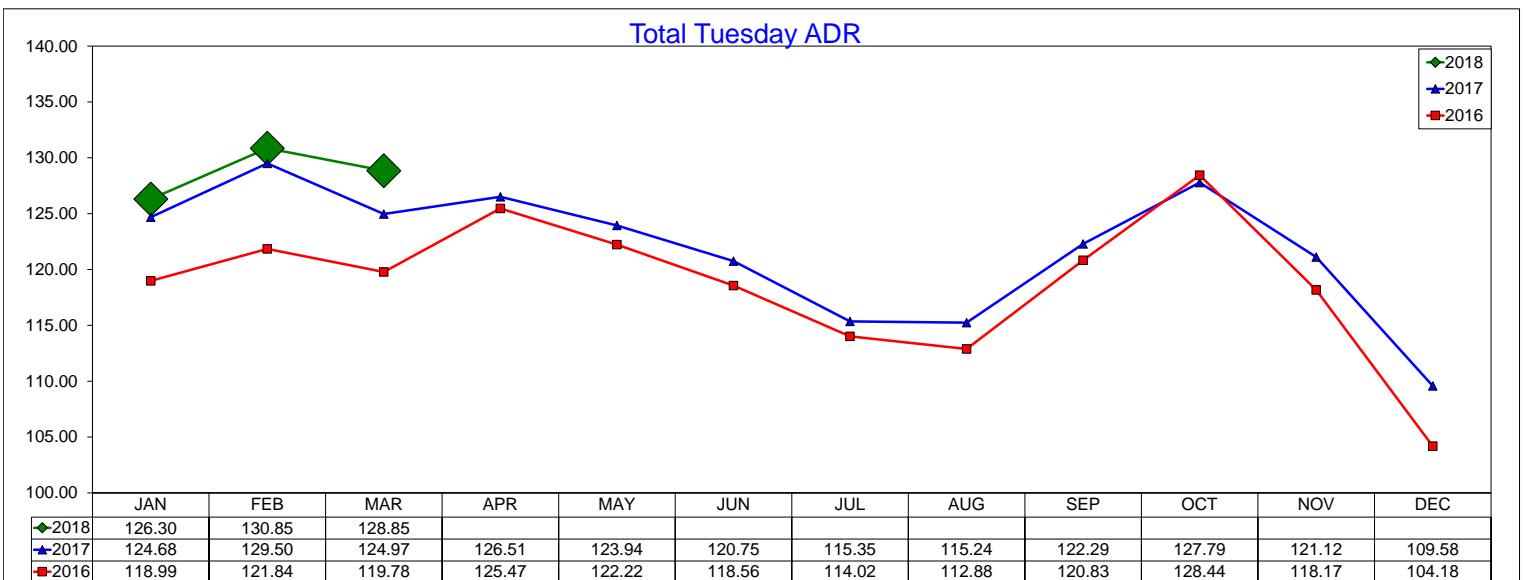
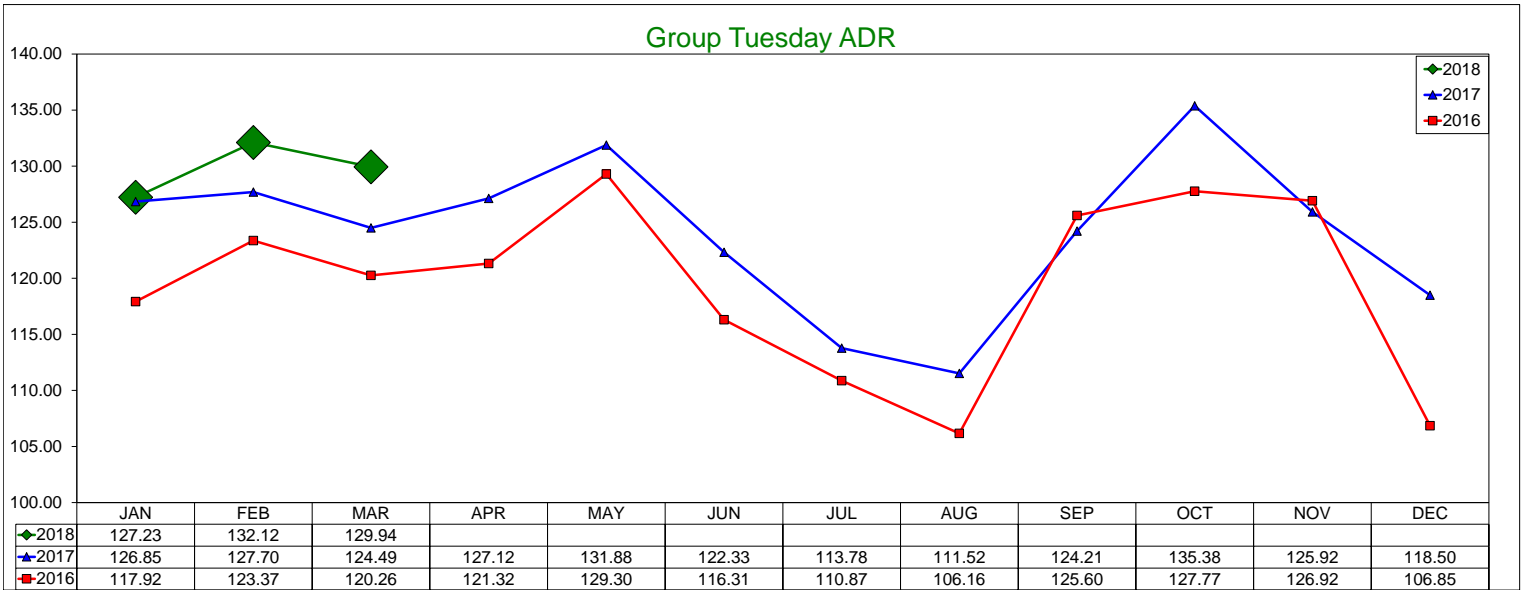
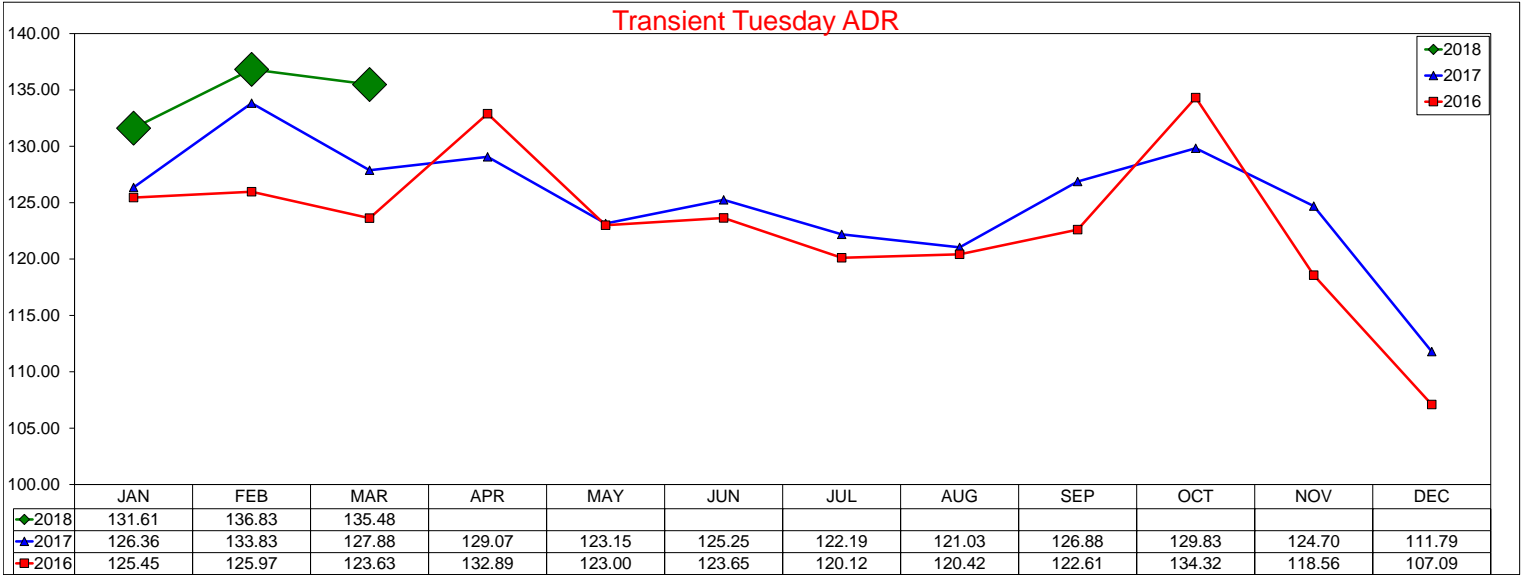


### Total Monday RevPAR



# Three Year Comparison - Tuesday - ADR

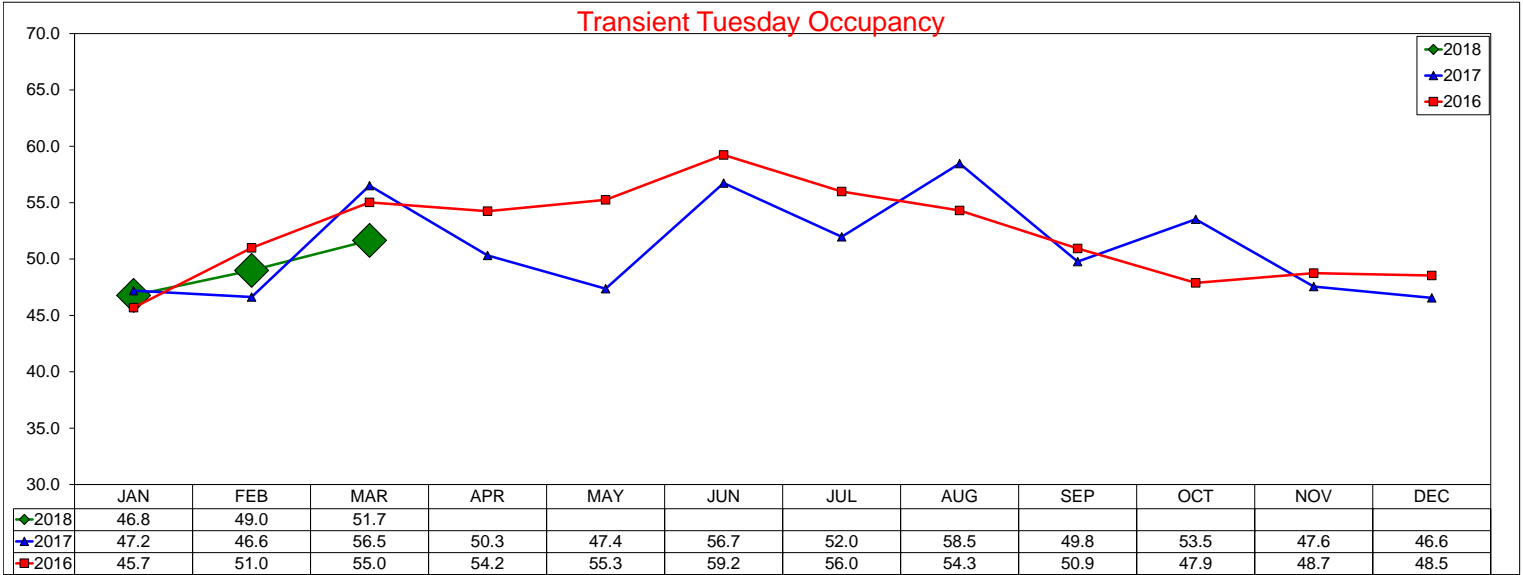
March 2018



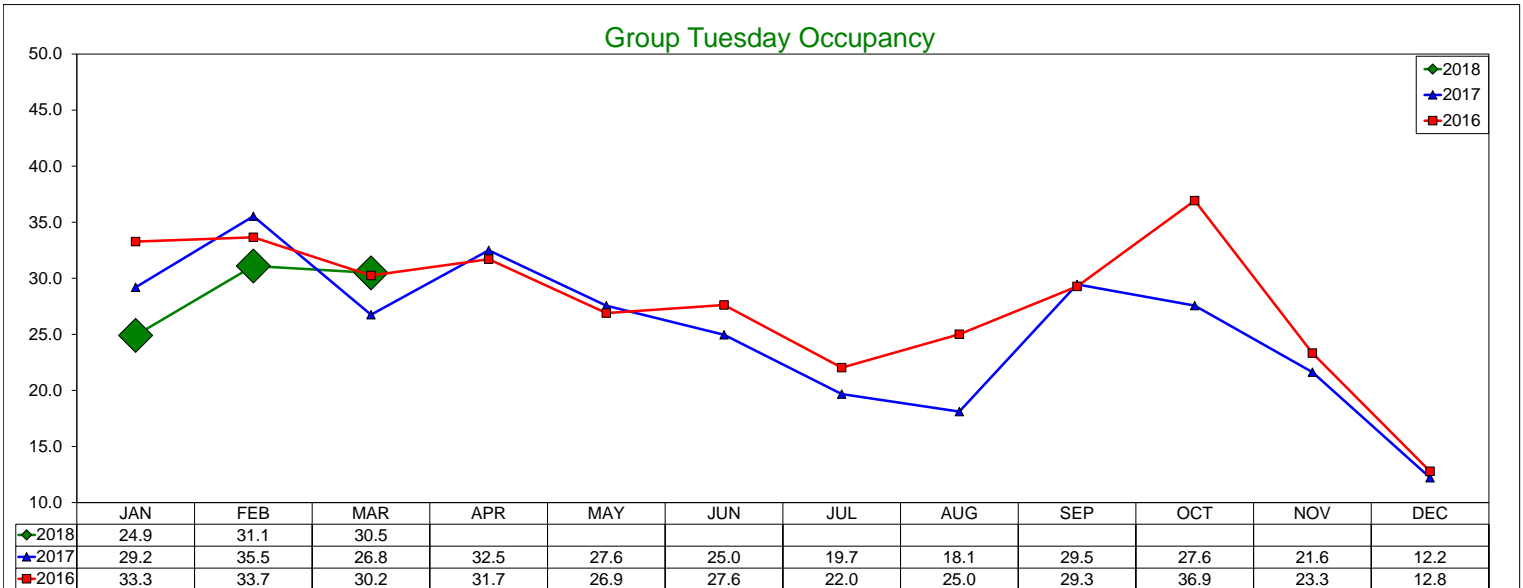
# Three Year Comparison - Tuesday - Occupancy

March 2018

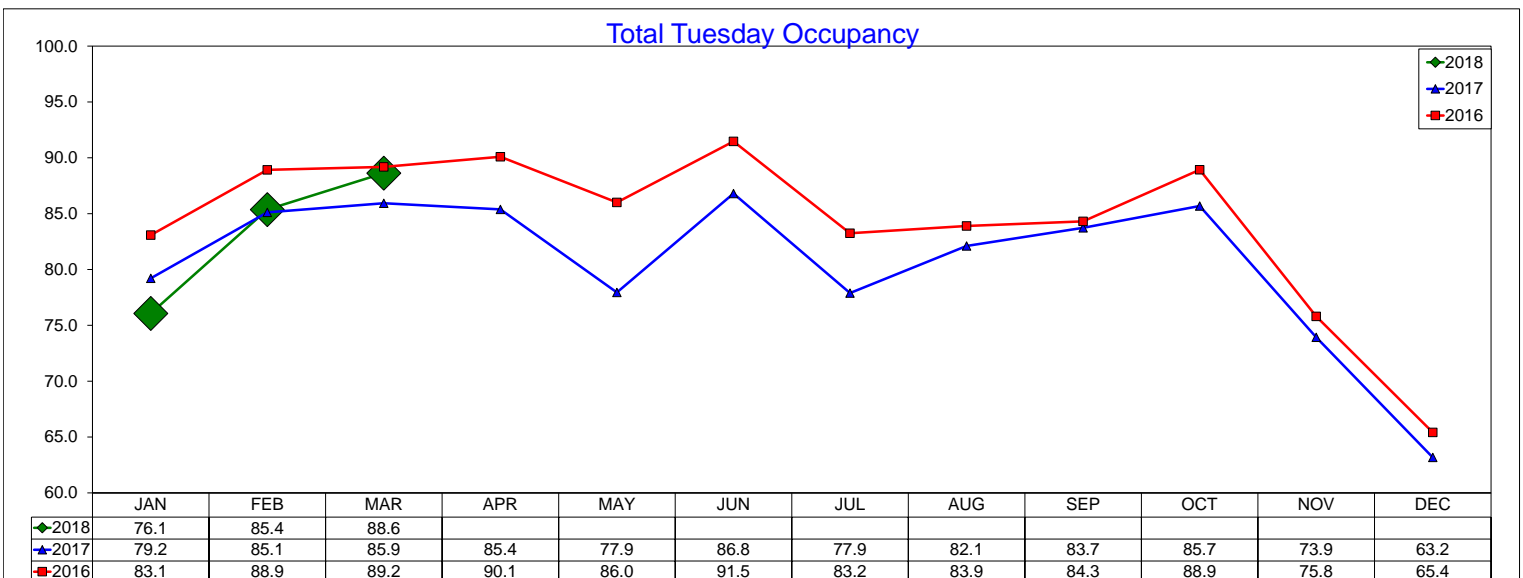
### Transient Tuesday Occupancy



### Group Tuesday Occupancy



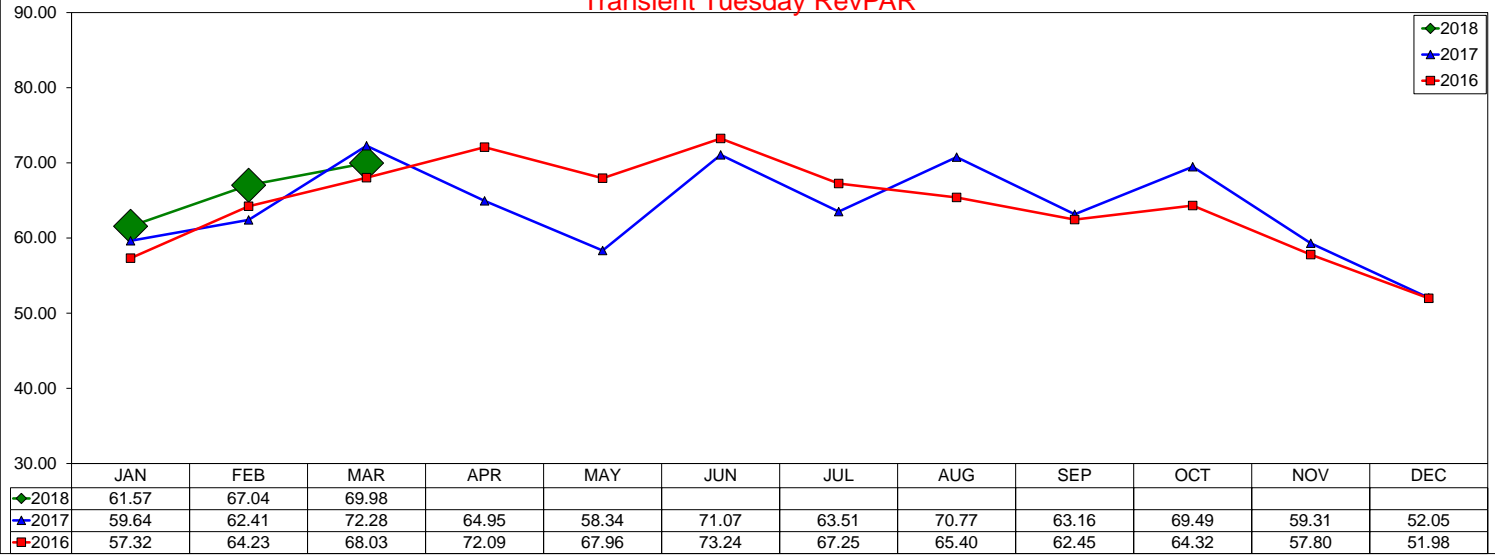
### Total Tuesday Occupancy



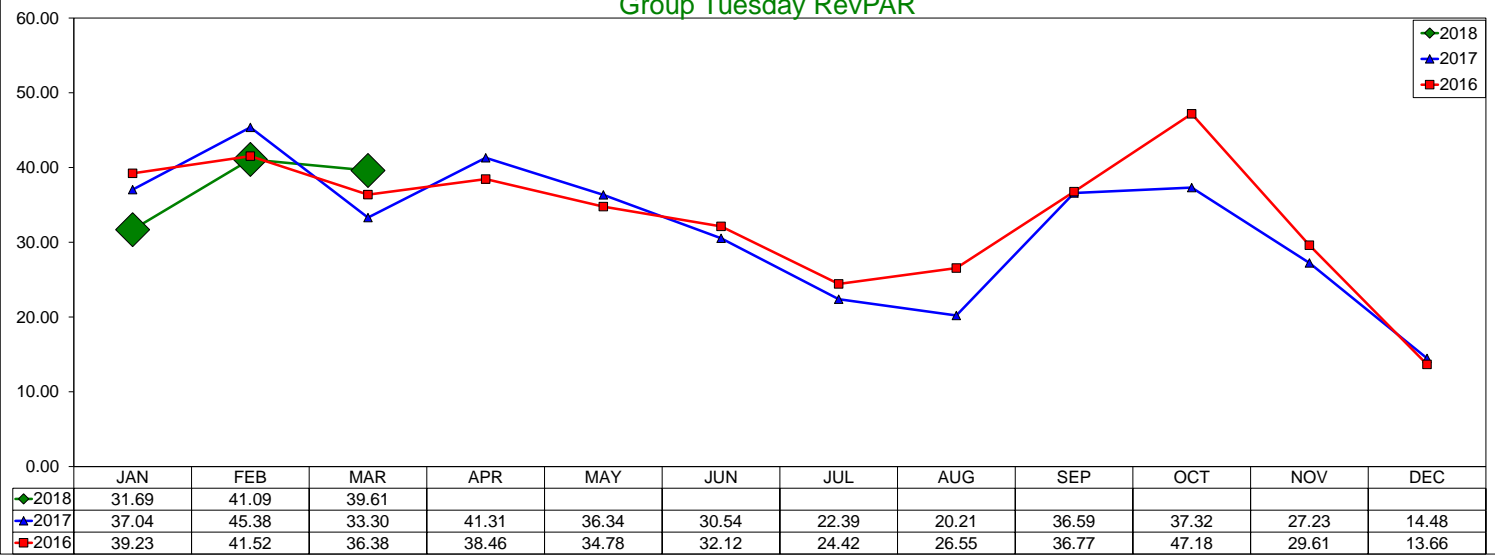
# Three Year Comparison - Tuesday - RevPAR

March 2018

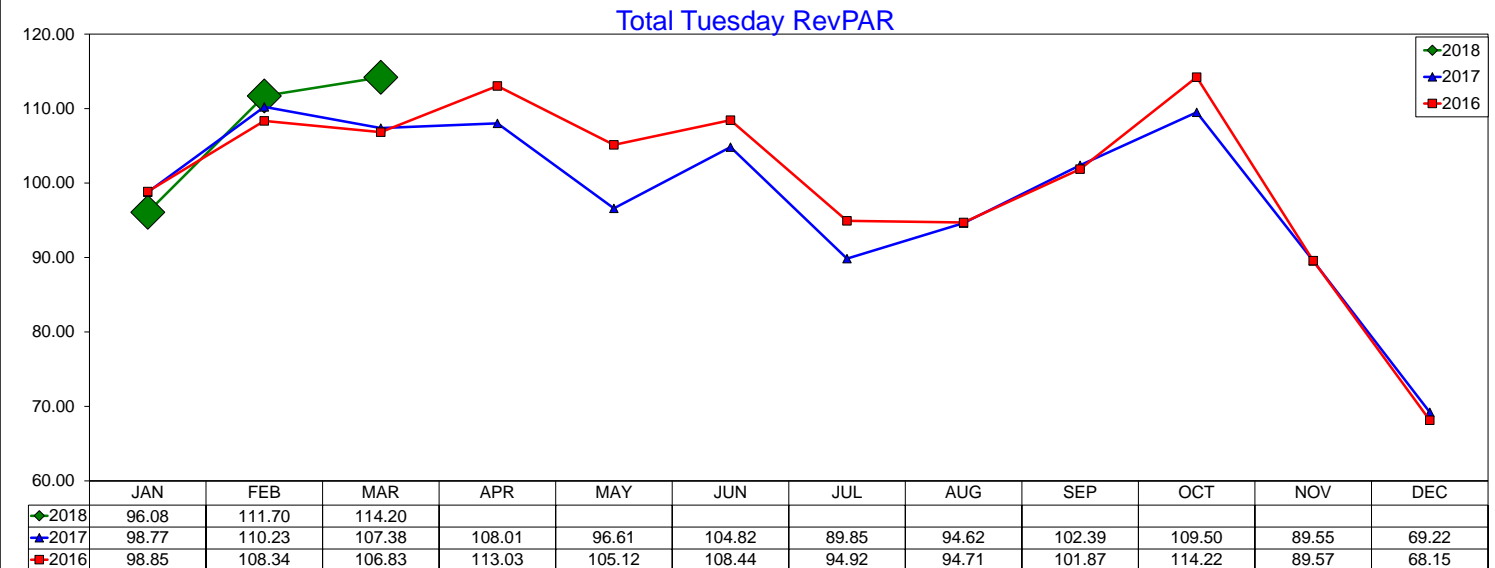
### Transient Tuesday RevPAR



### Group Tuesday RevPAR



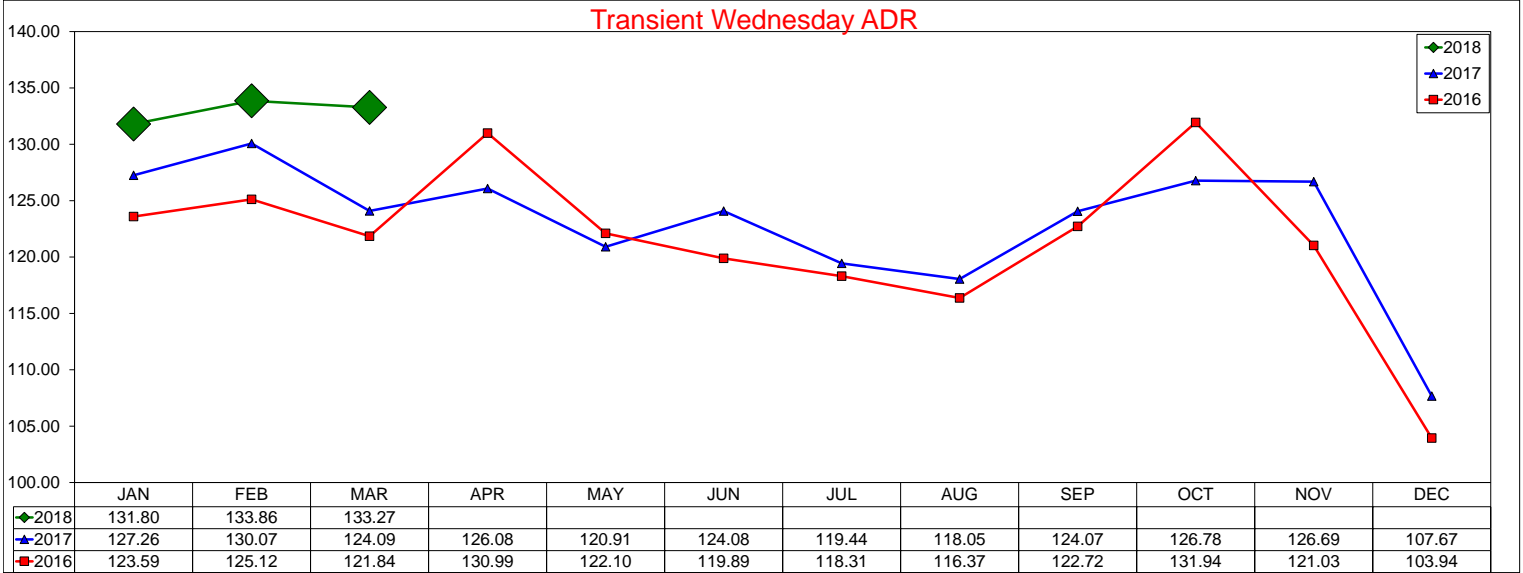
### Total Tuesday RevPAR



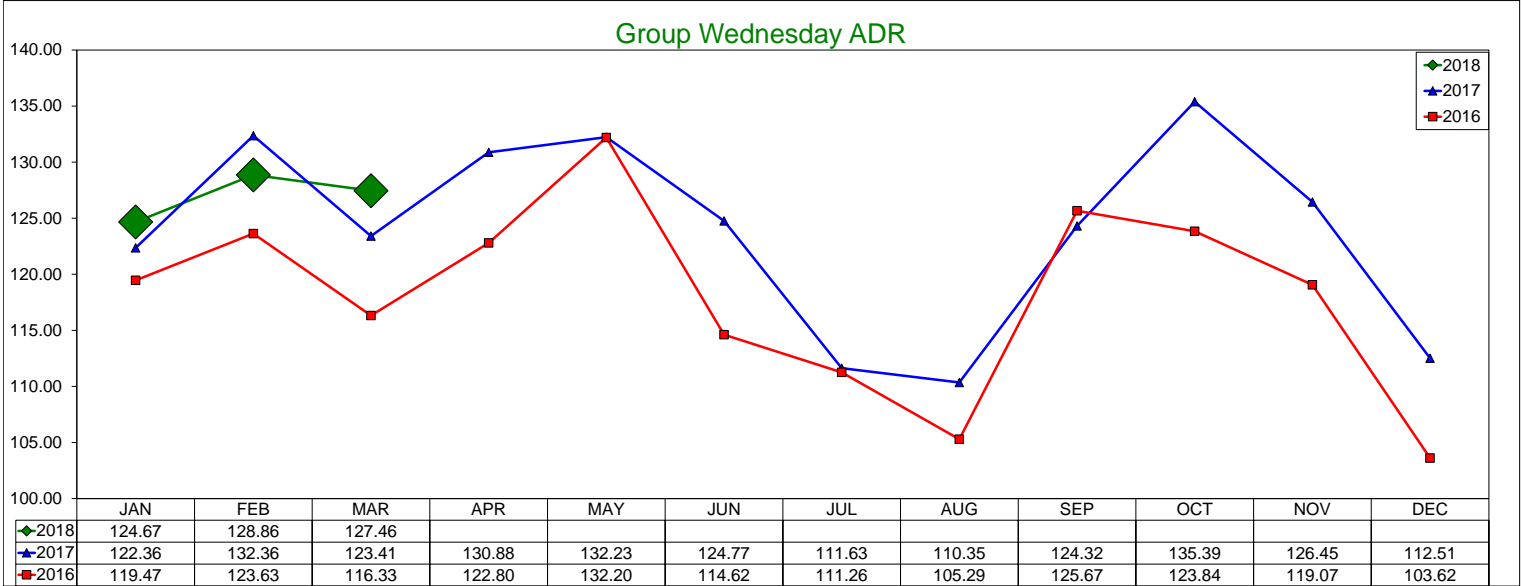
# Three Year Comparison - Wednesday - ADR

March 2018

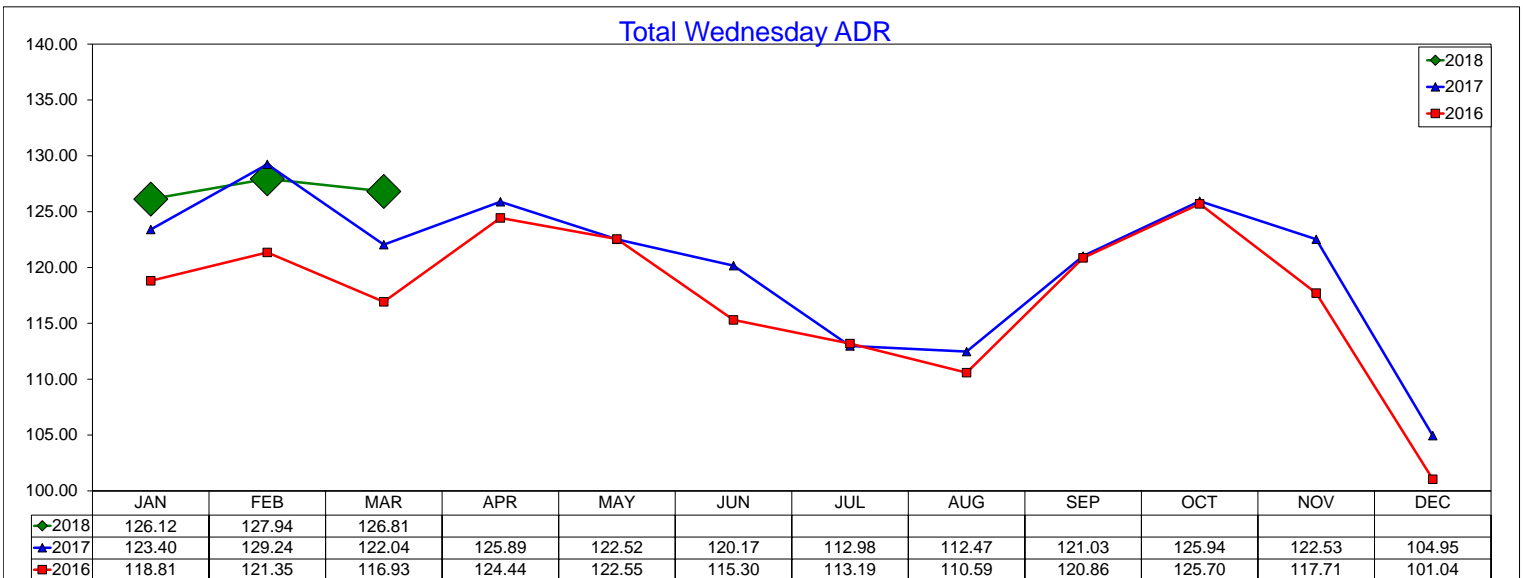
### Transient Wednesday ADR



### Group Wednesday ADR



### Total Wednesday ADR

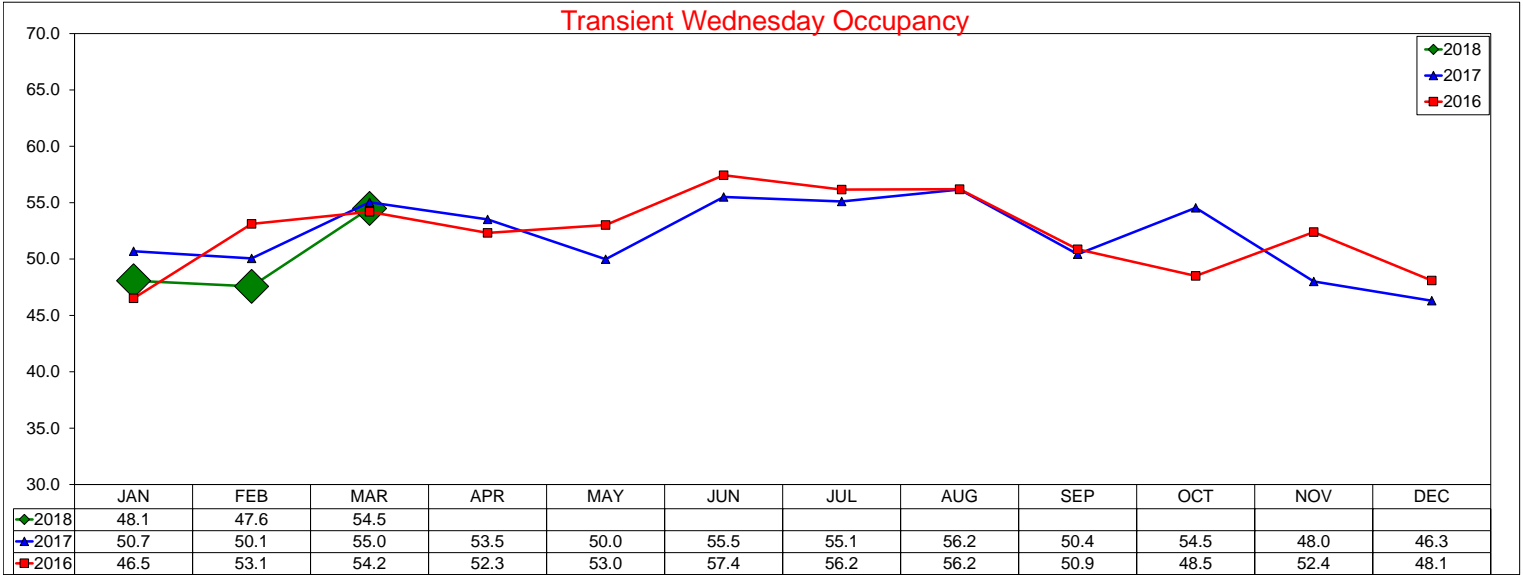




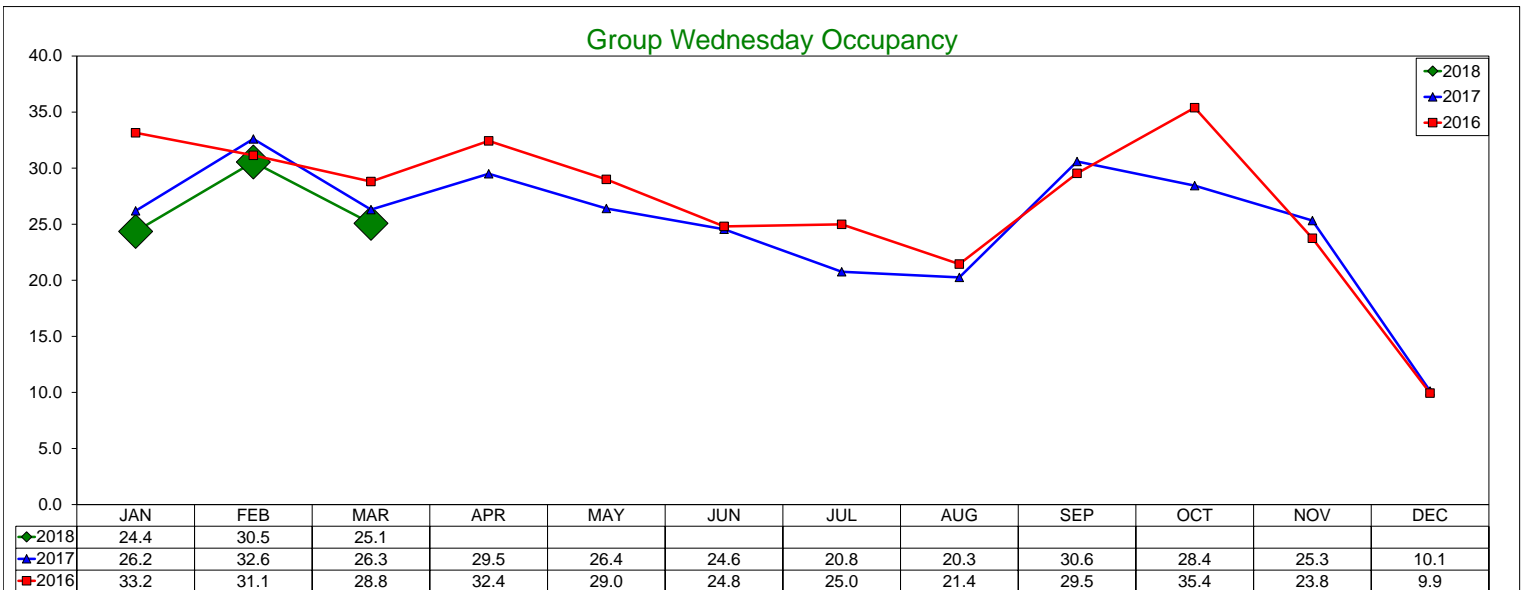
# Three Year Comparison - Wednesday - Occupancy

March 2018

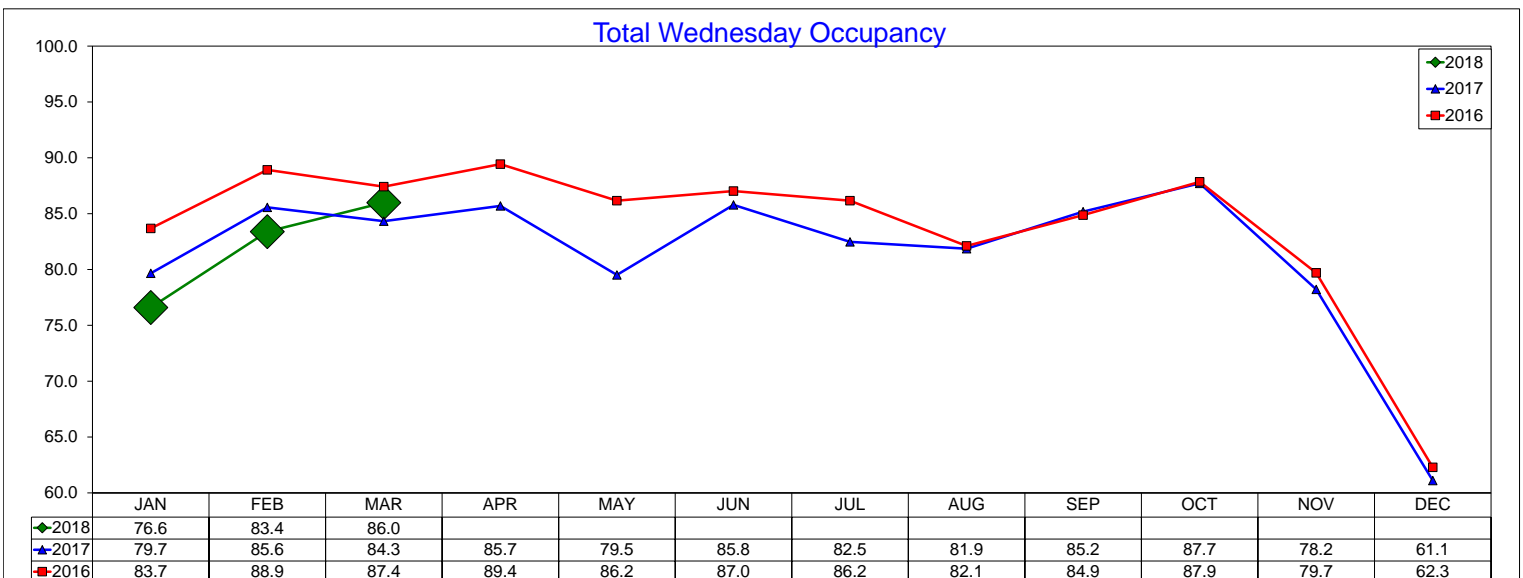
### Transient Wednesday Occupancy



### Group Wednesday Occupancy



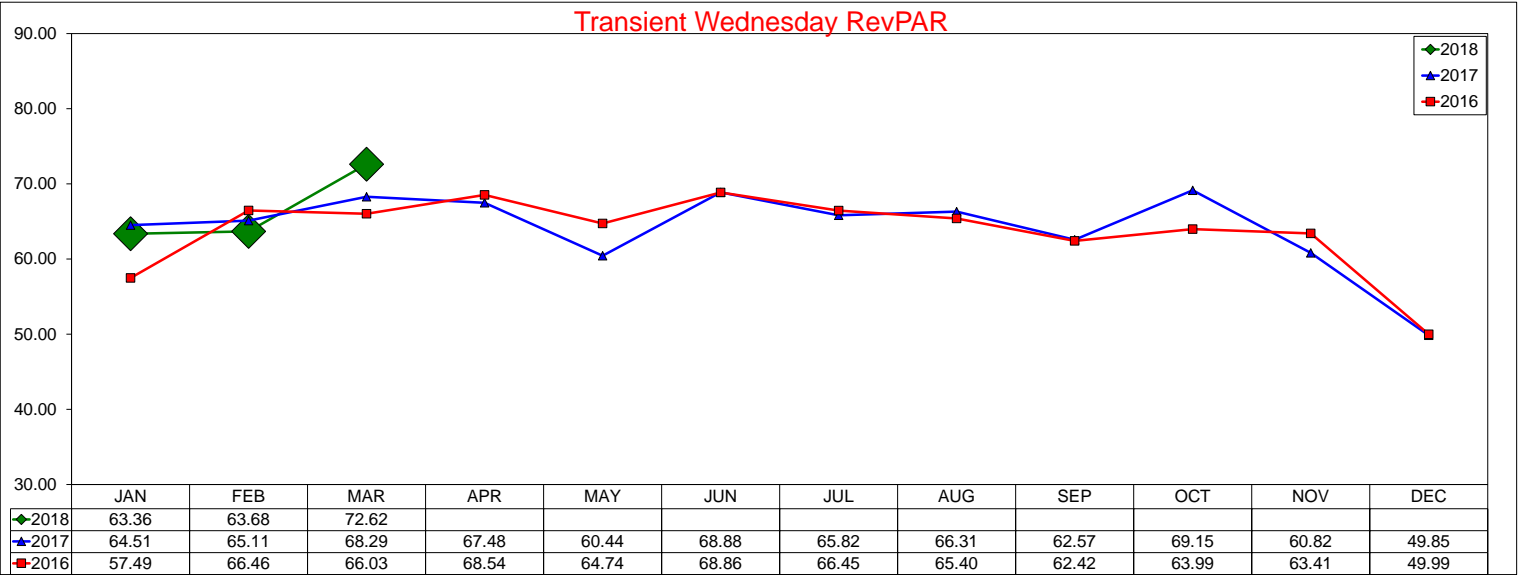
### Total Wednesday Occupancy



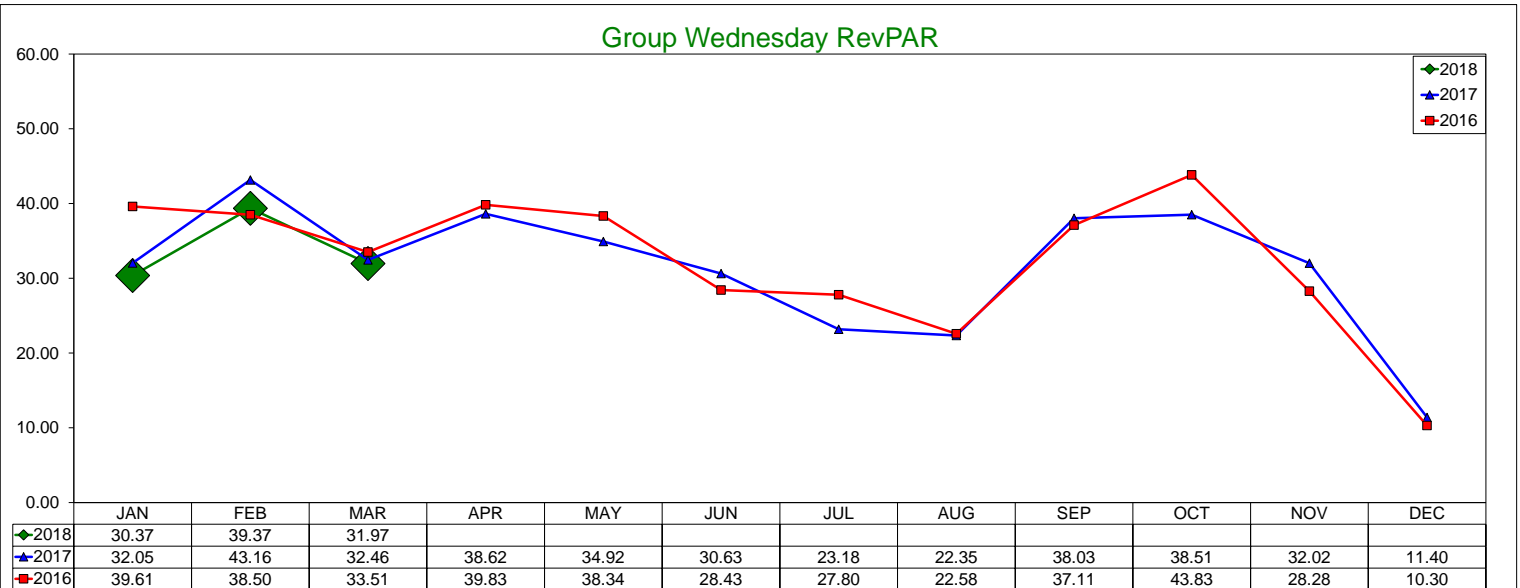
# Three Year Comparison - Wednesday - RevPAR

March 2018

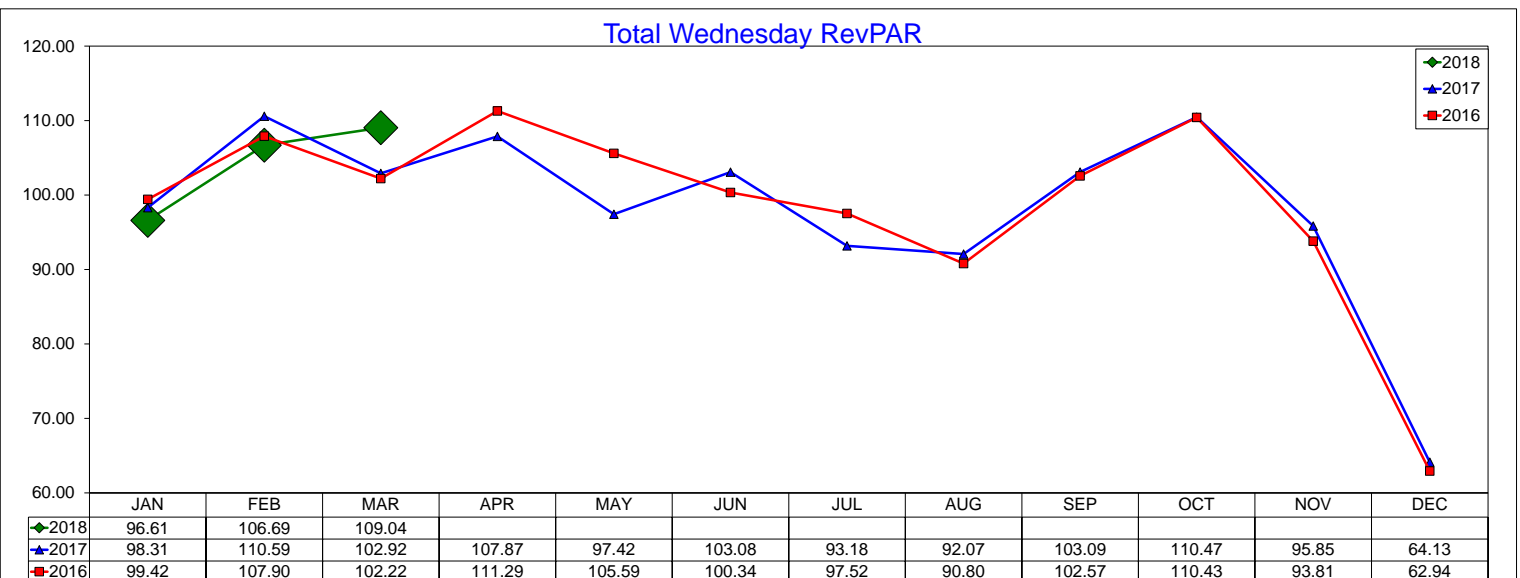
### Transient Wednesday RevPAR



### Group Wednesday RevPAR

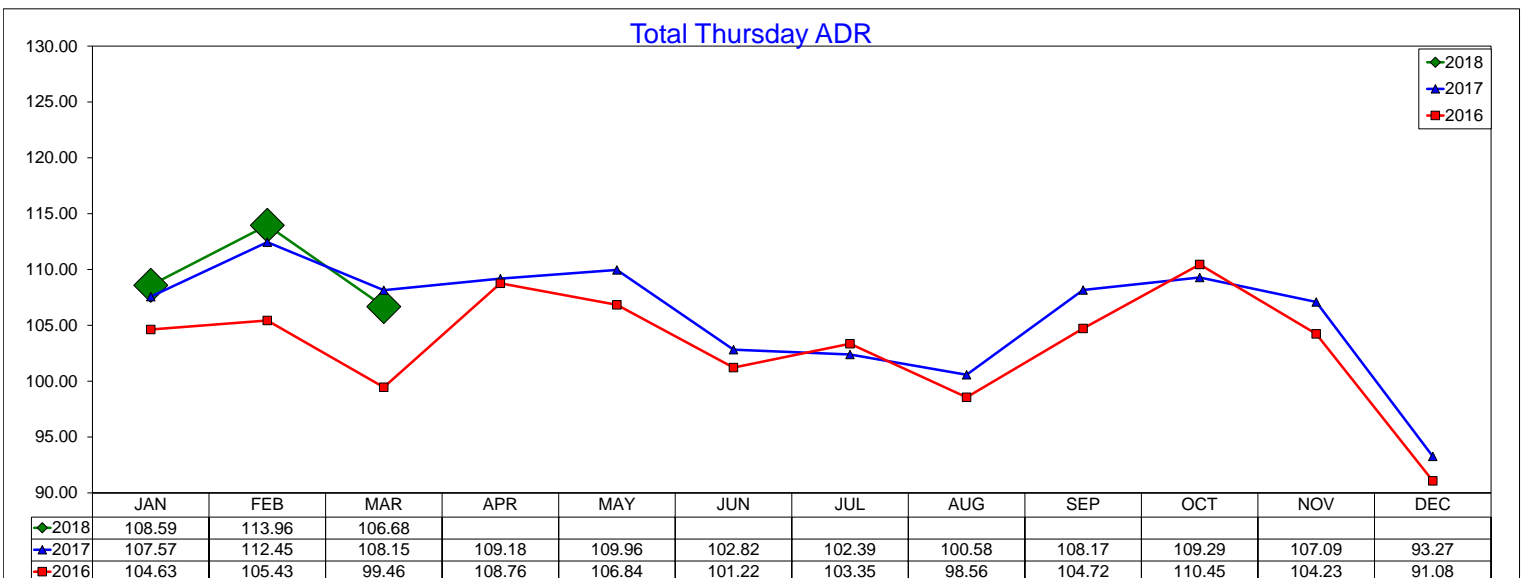
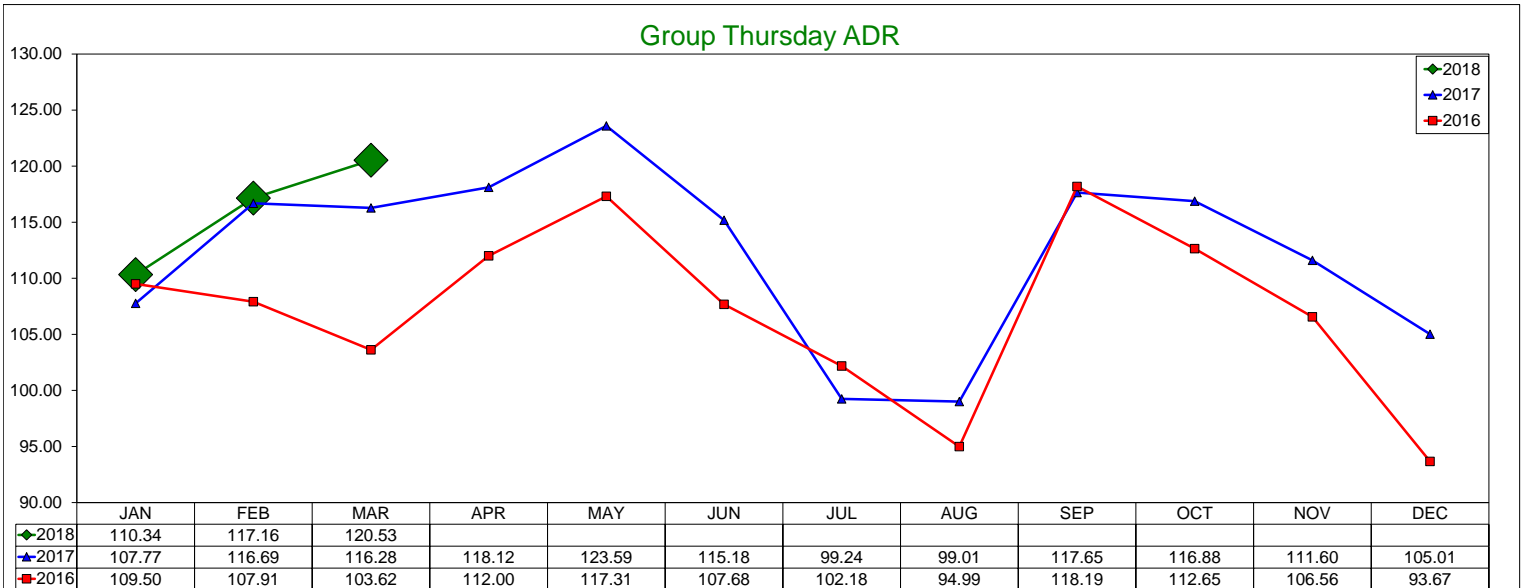
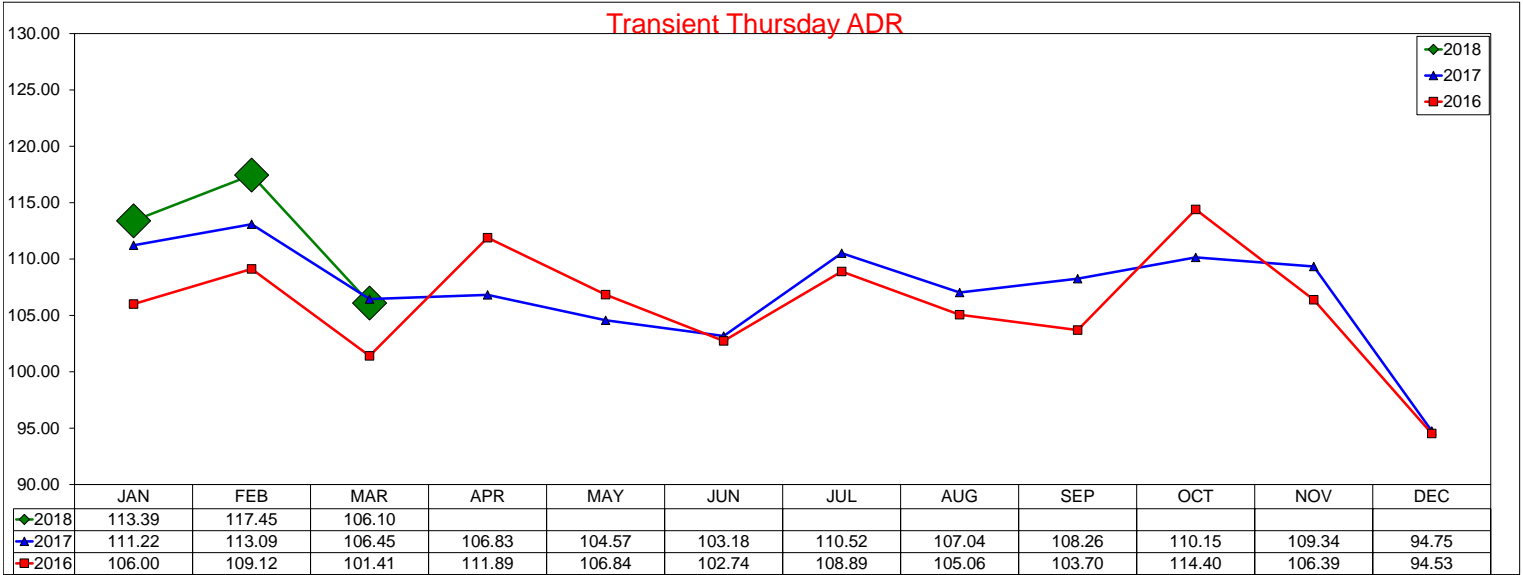


### Total Wednesday RevPAR



# Three Year Comparison - Thursday - ADR

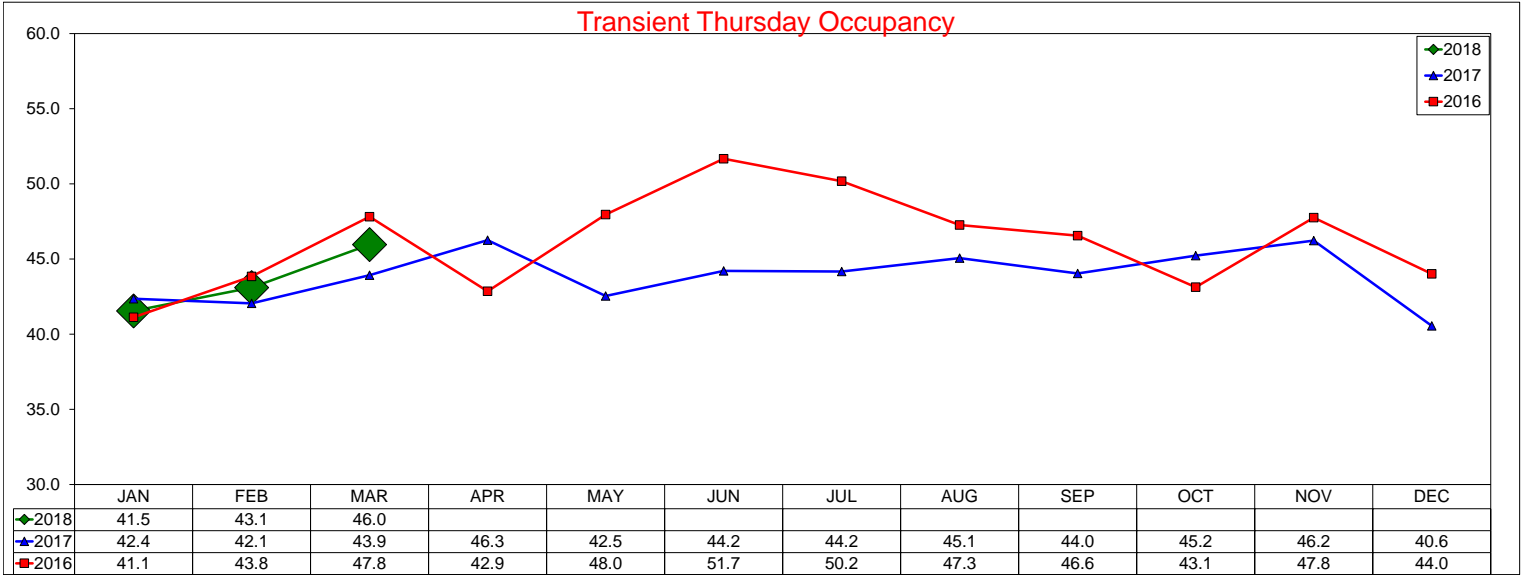
March 2018



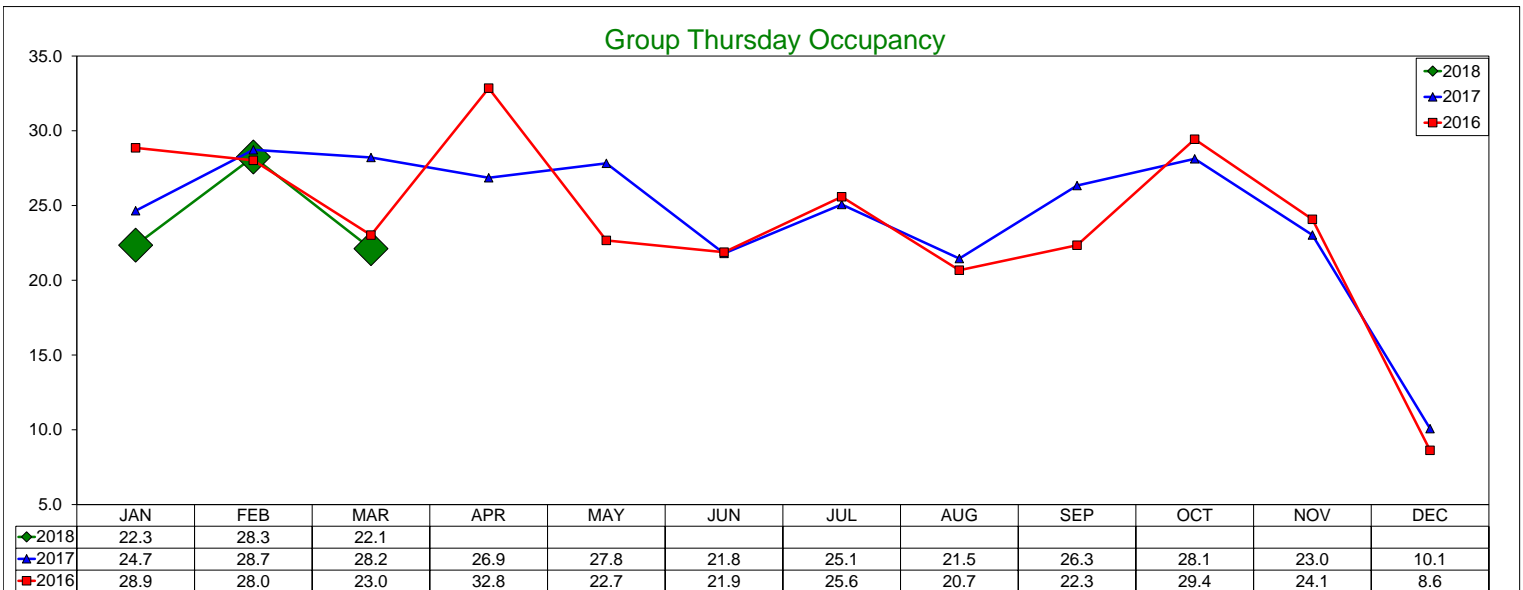
# Three Year Comparison - Thursday - Occupancy

March 2018

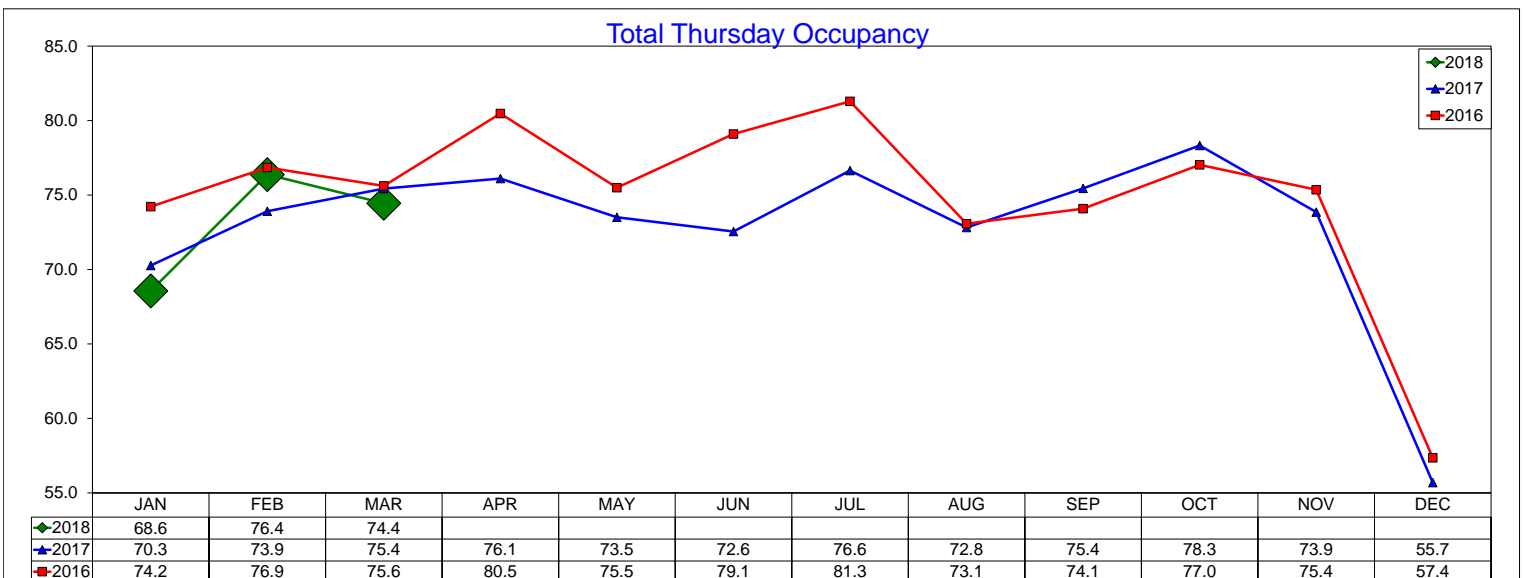
### Transient Thursday Occupancy



### Group Thursday Occupancy



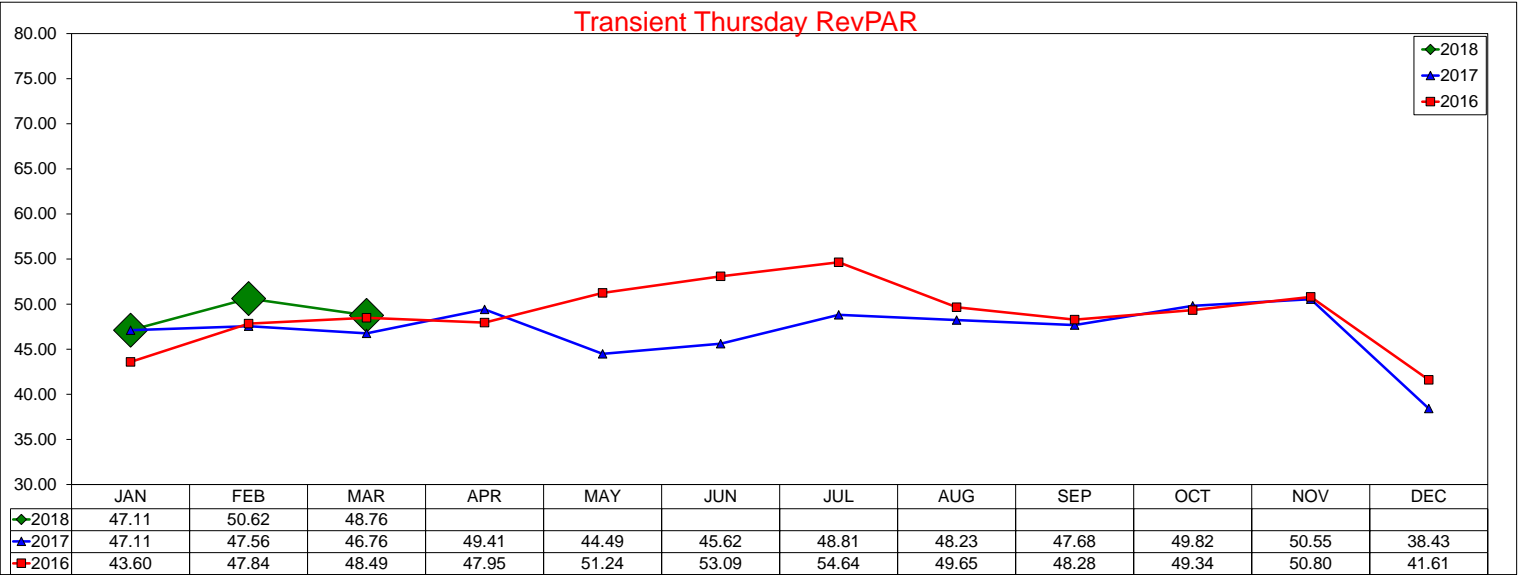
### Total Thursday Occupancy



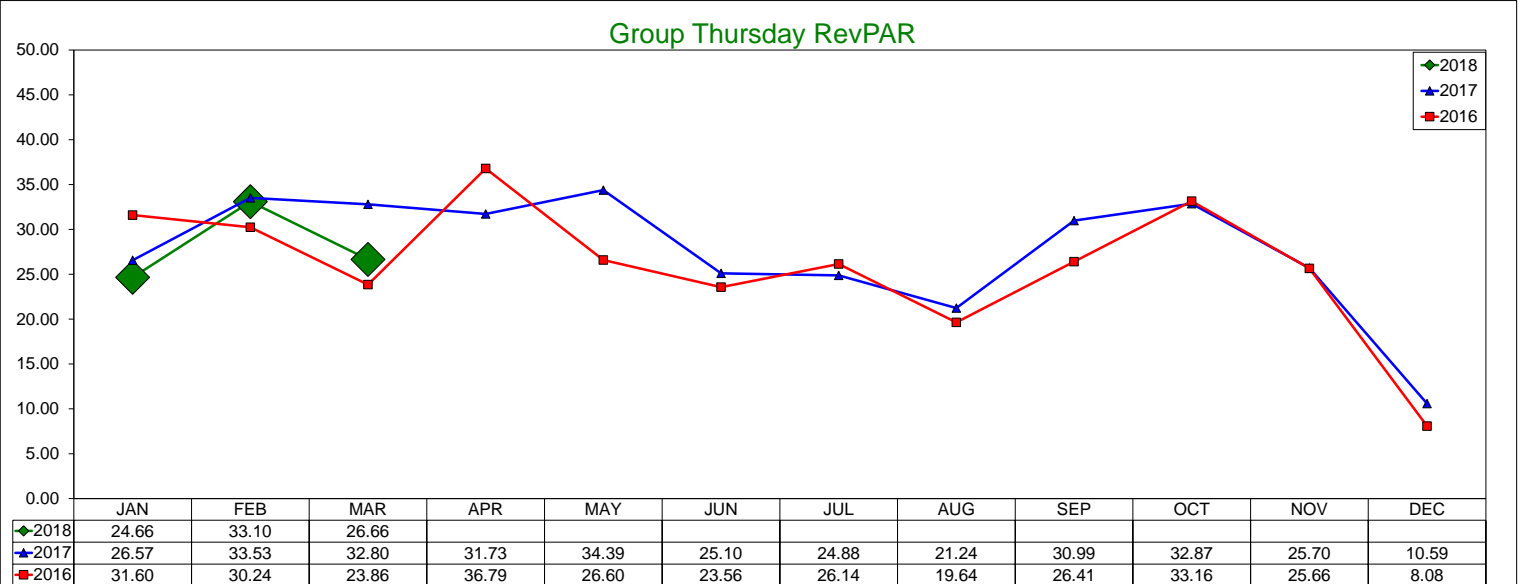
# Three Year Comparison - Thursday - RevPAR

March 2018

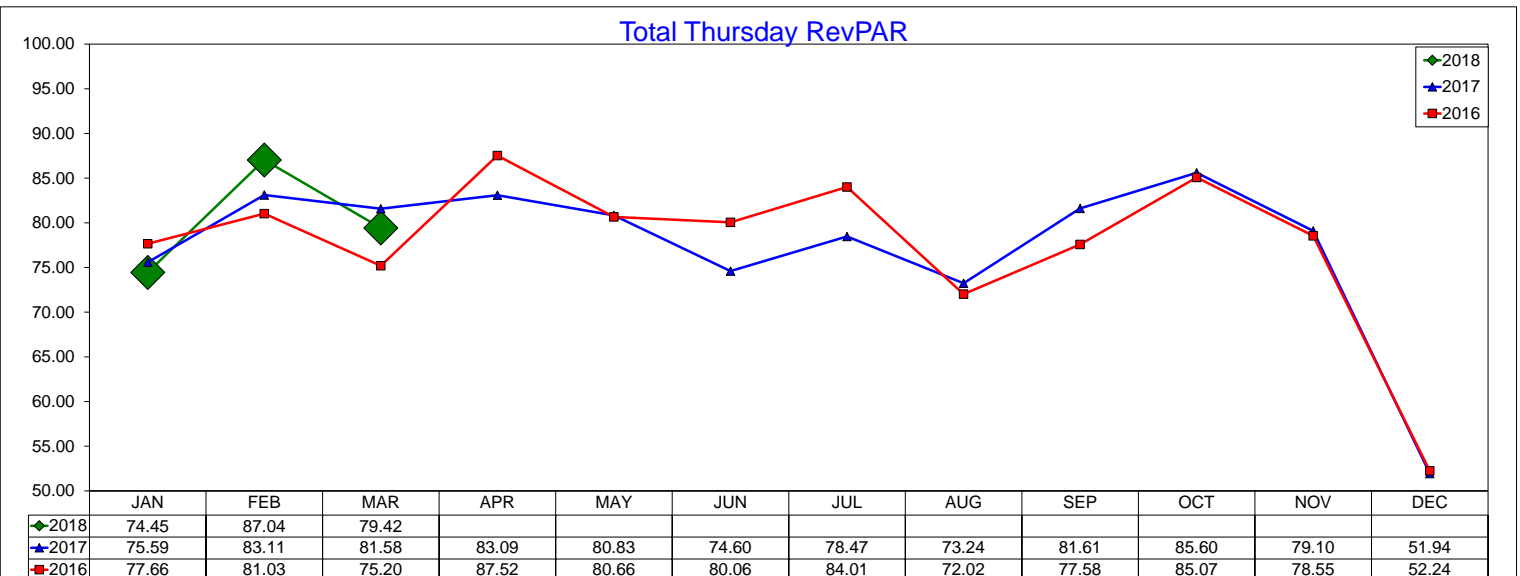
### Transient Thursday RevPAR



### Group Thursday RevPAR

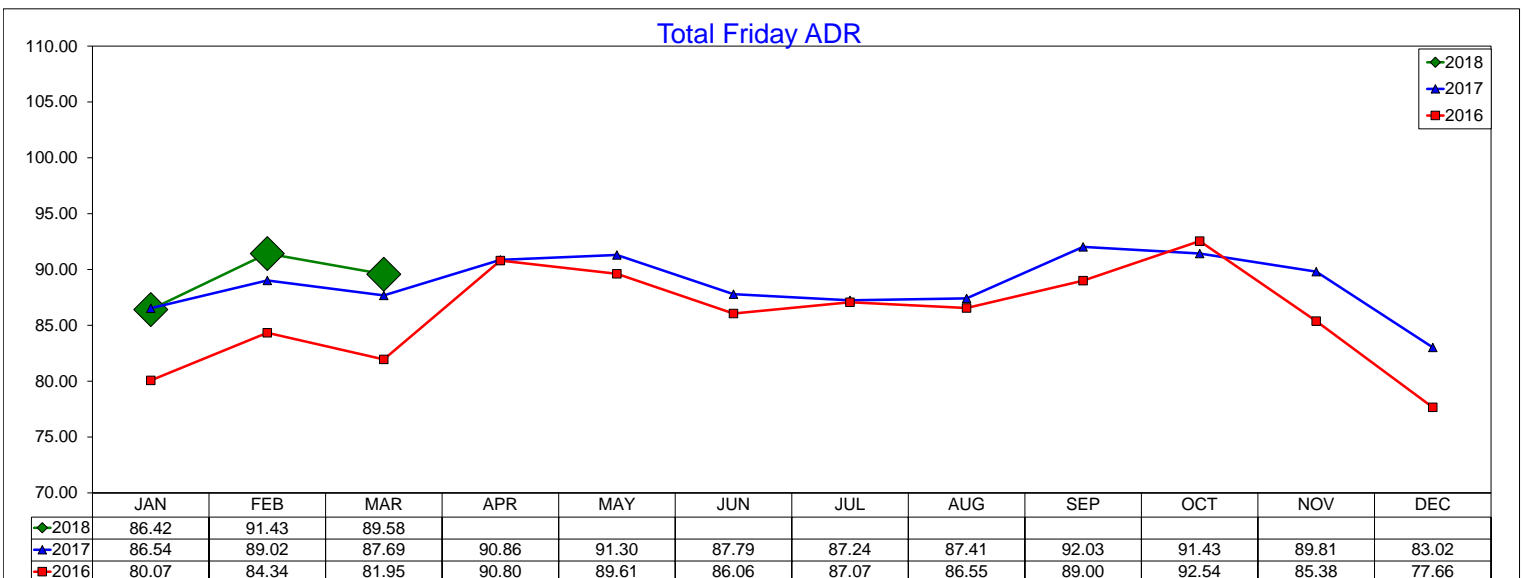
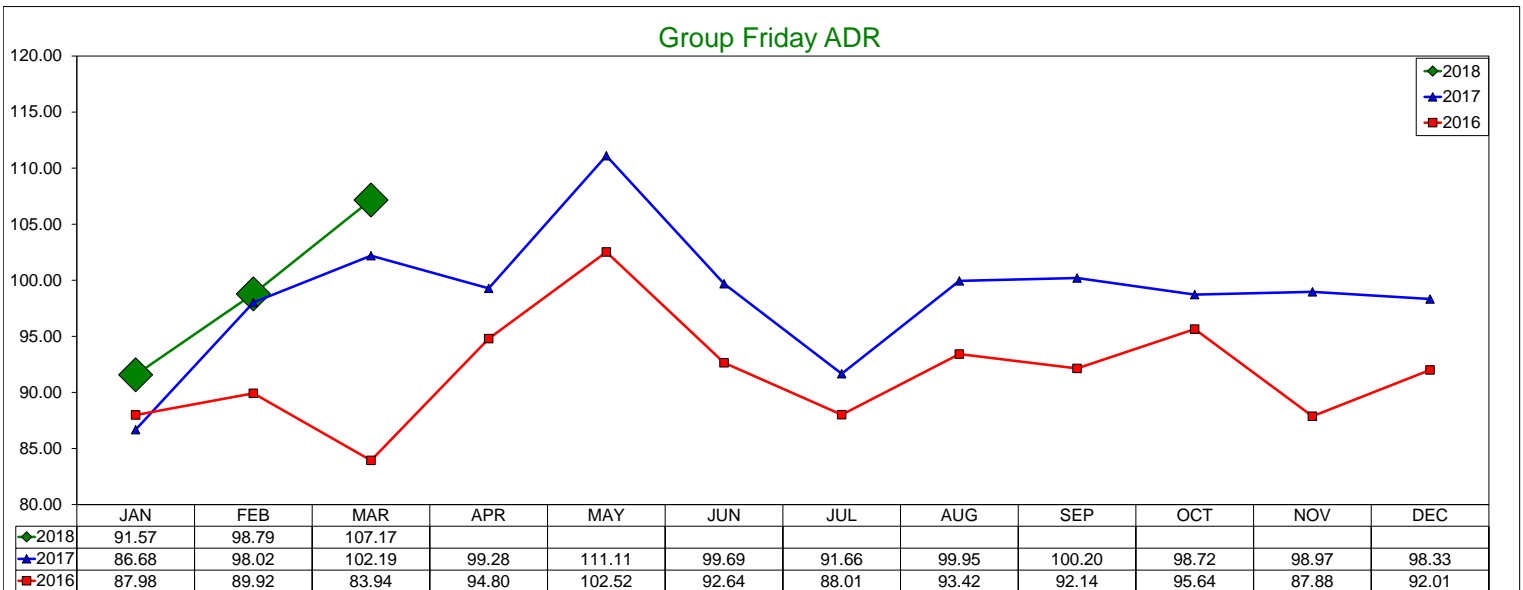
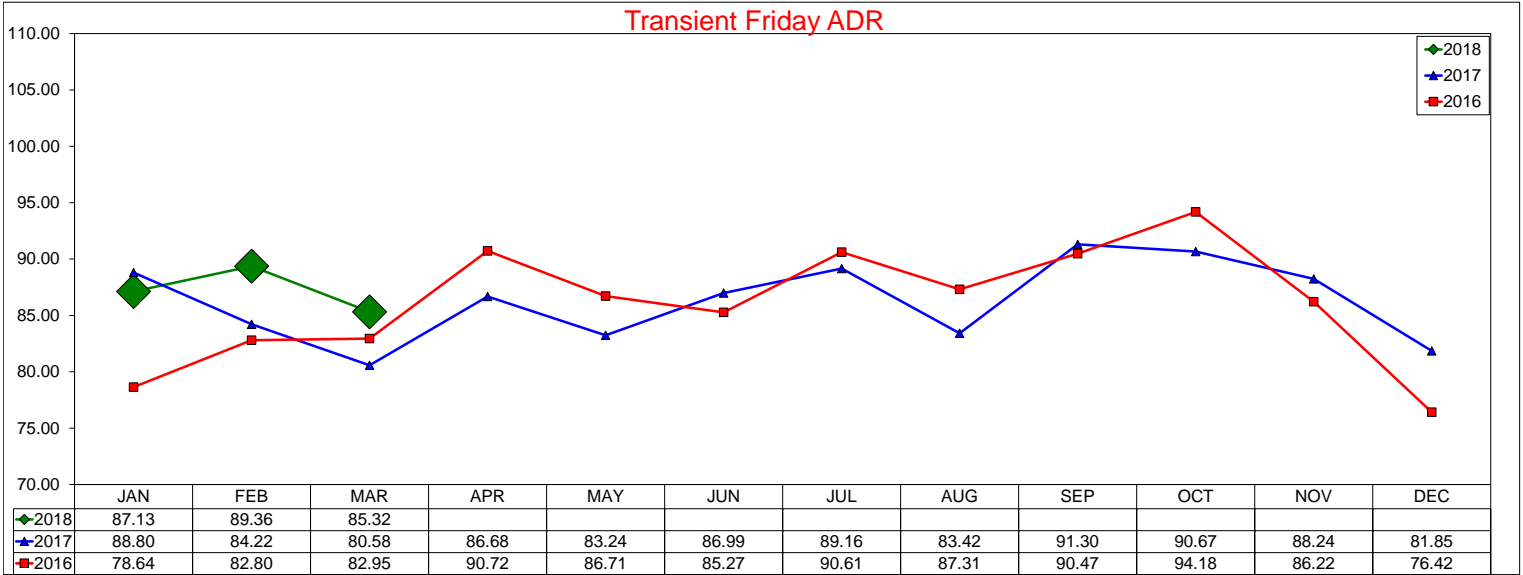


### Total Thursday RevPAR



# Three Year Comparison - Friday - ADR

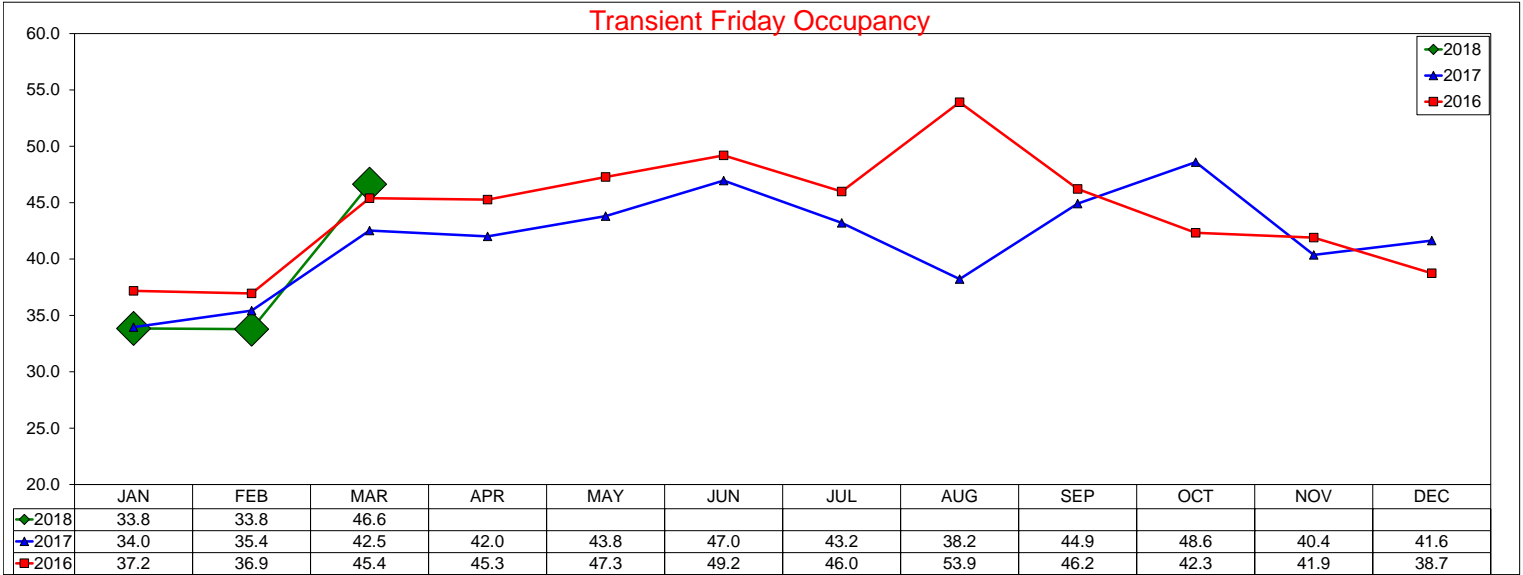
March 2018



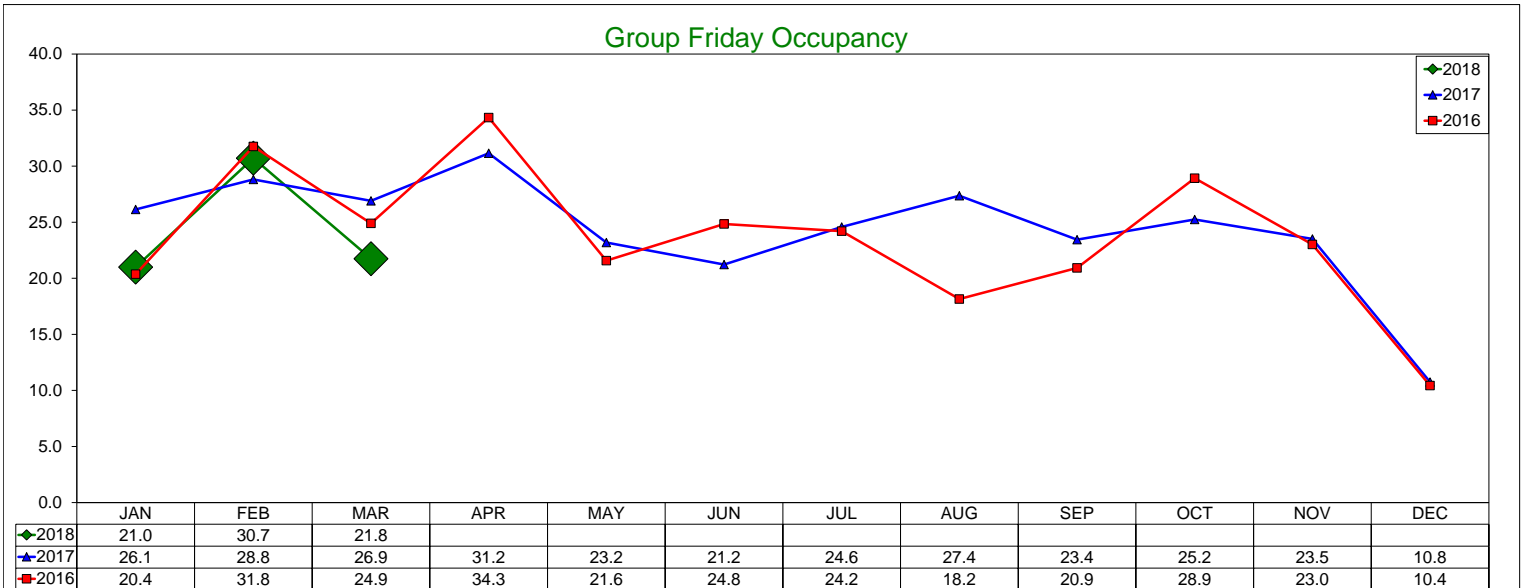
# Three Year Comparison - Friday - Occupancy

March 2018

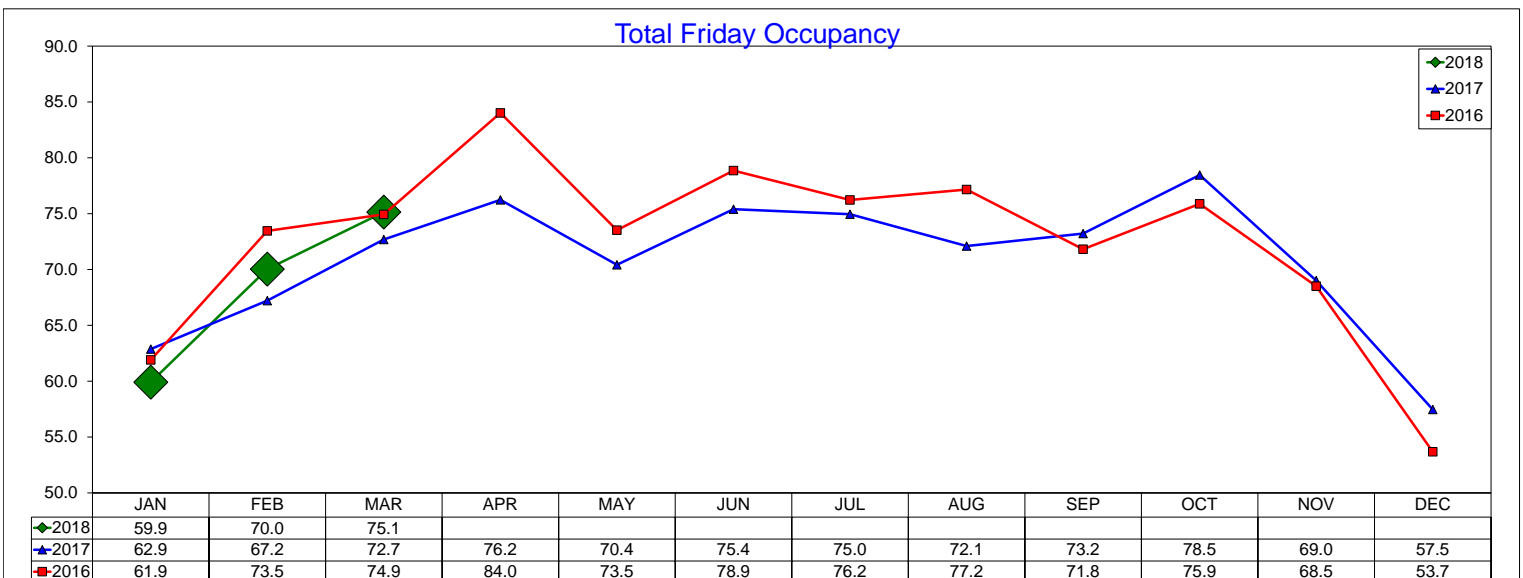
### Transient Friday Occupancy



### Group Friday Occupancy



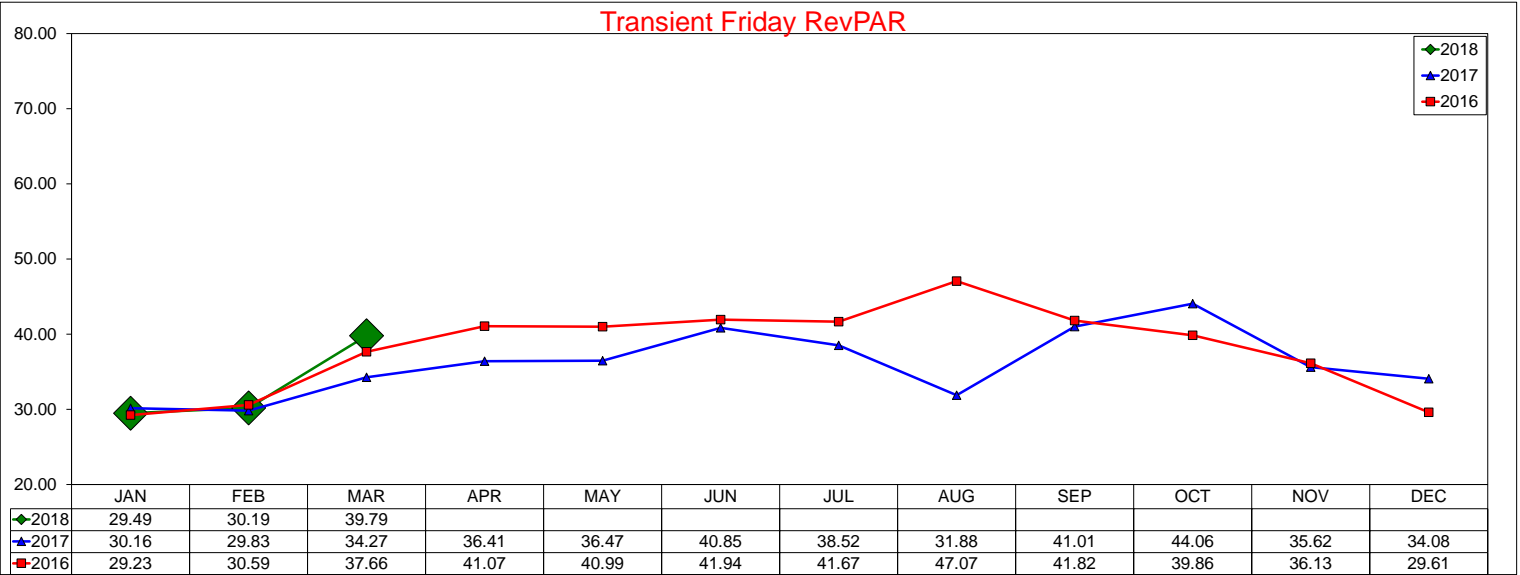
### Total Friday Occupancy



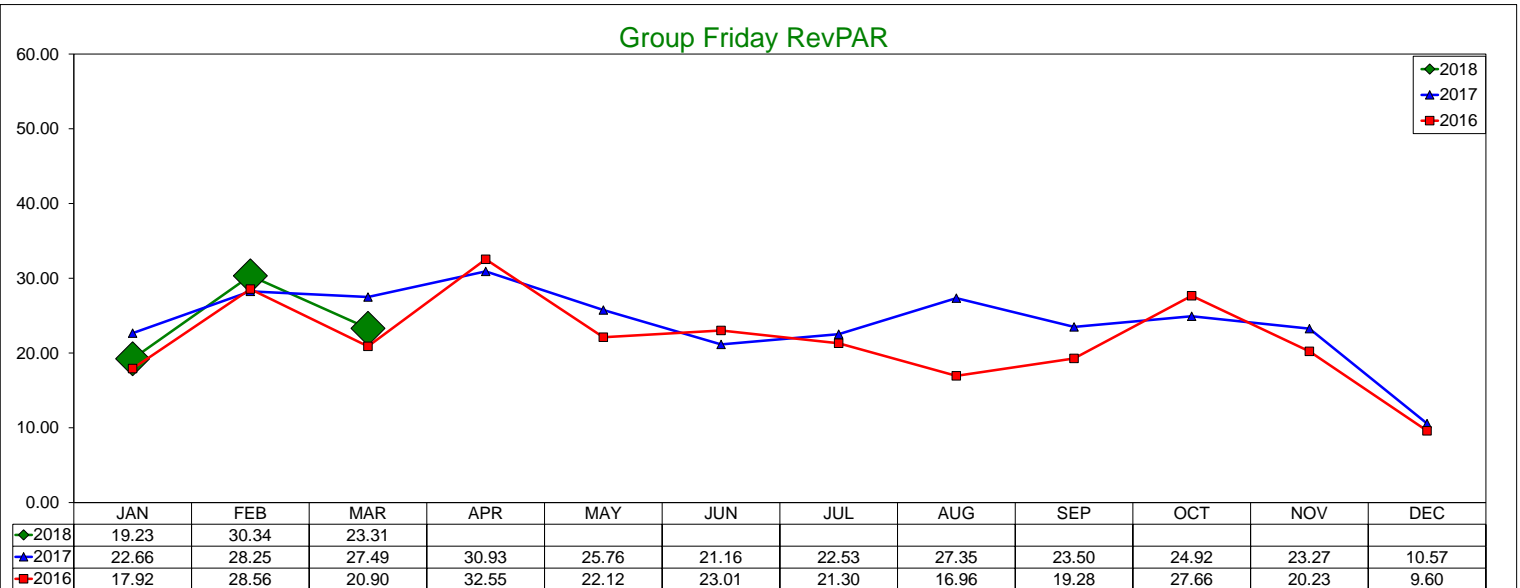
# Three Year Comparison - Friday - RevPAR

March 2018

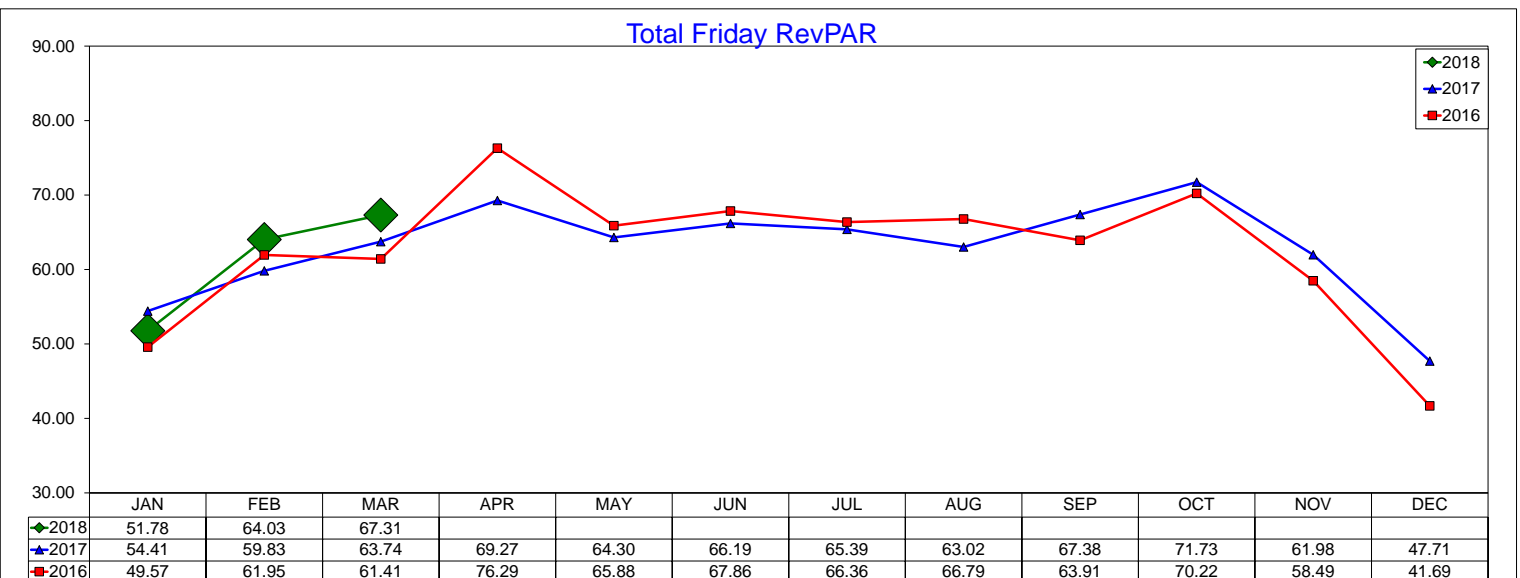
### Transient Friday RevPAR



### Group Friday RevPAR



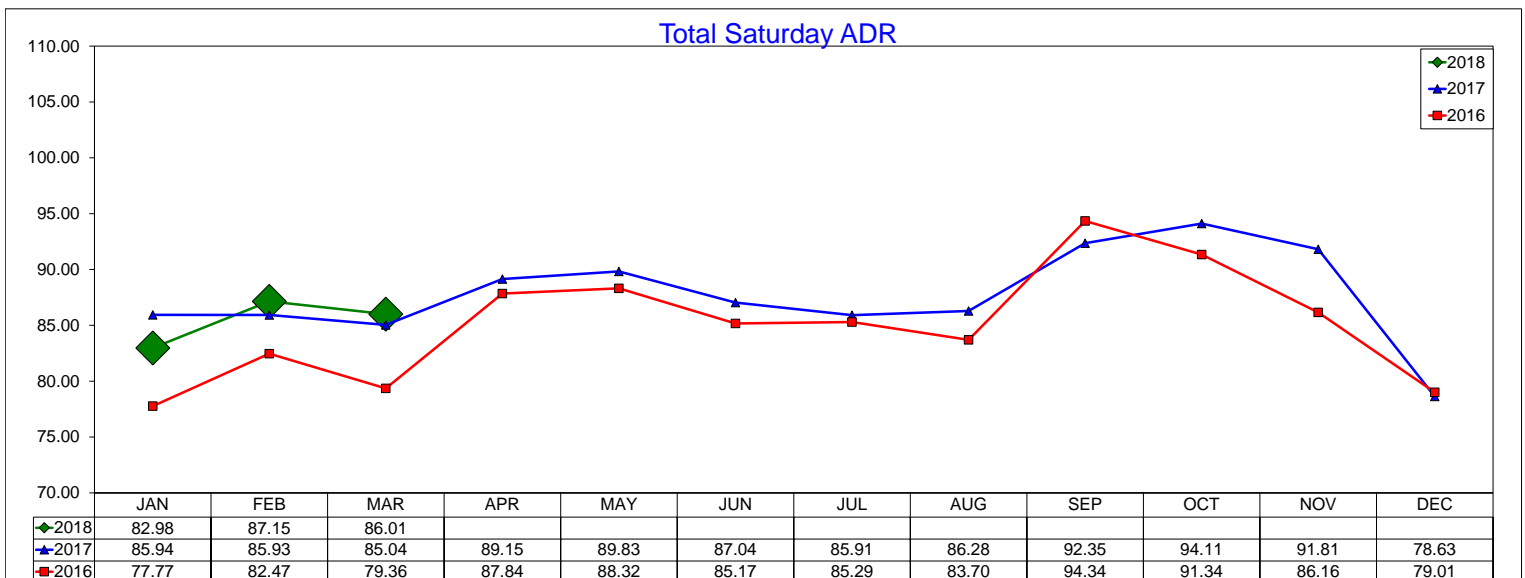
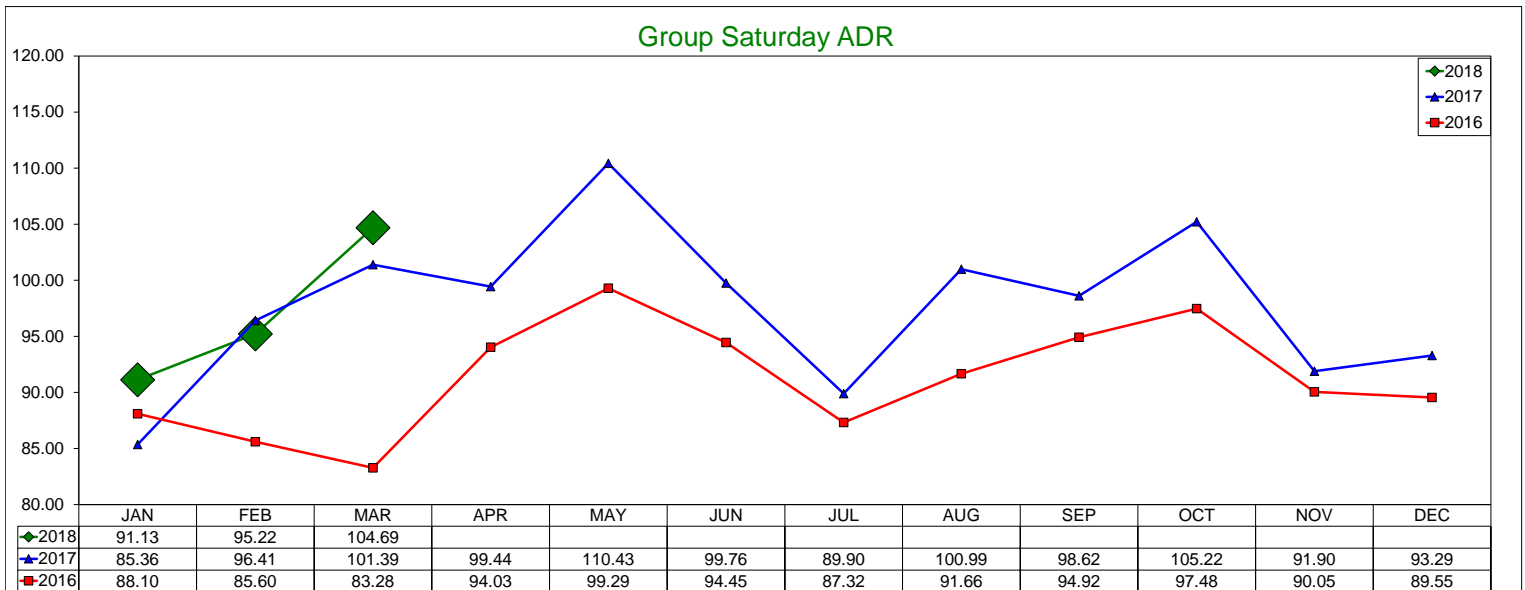
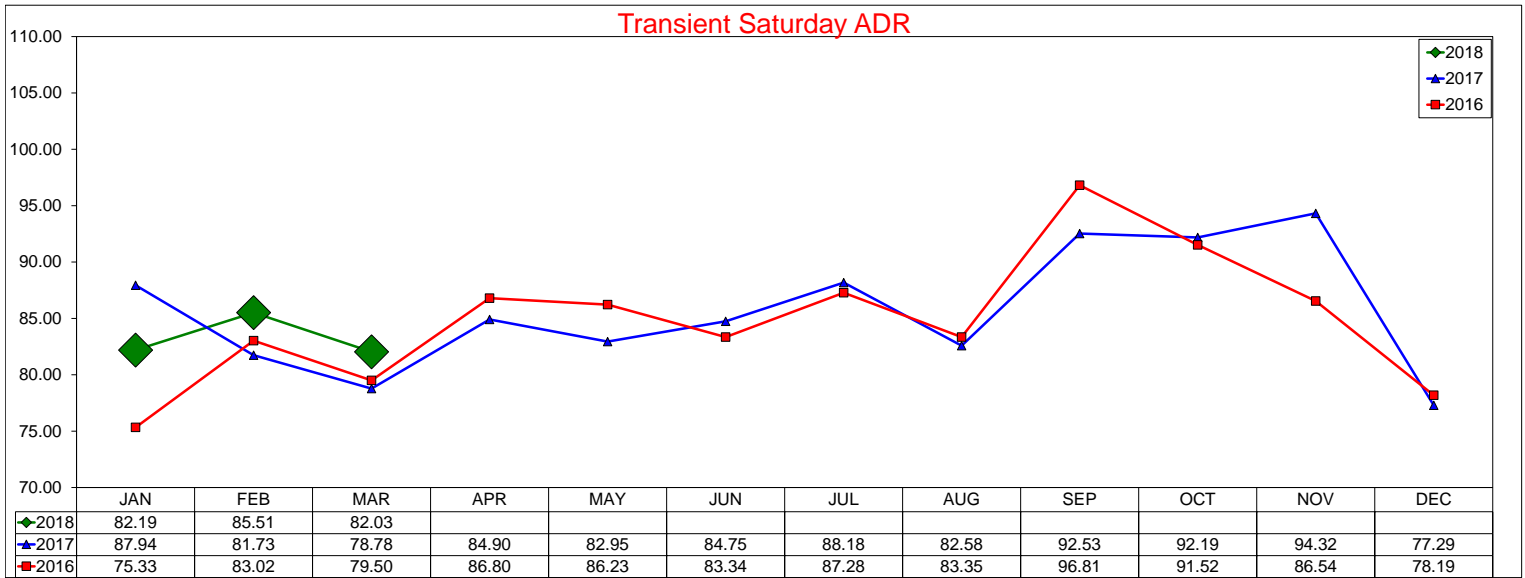
### Total Friday RevPAR





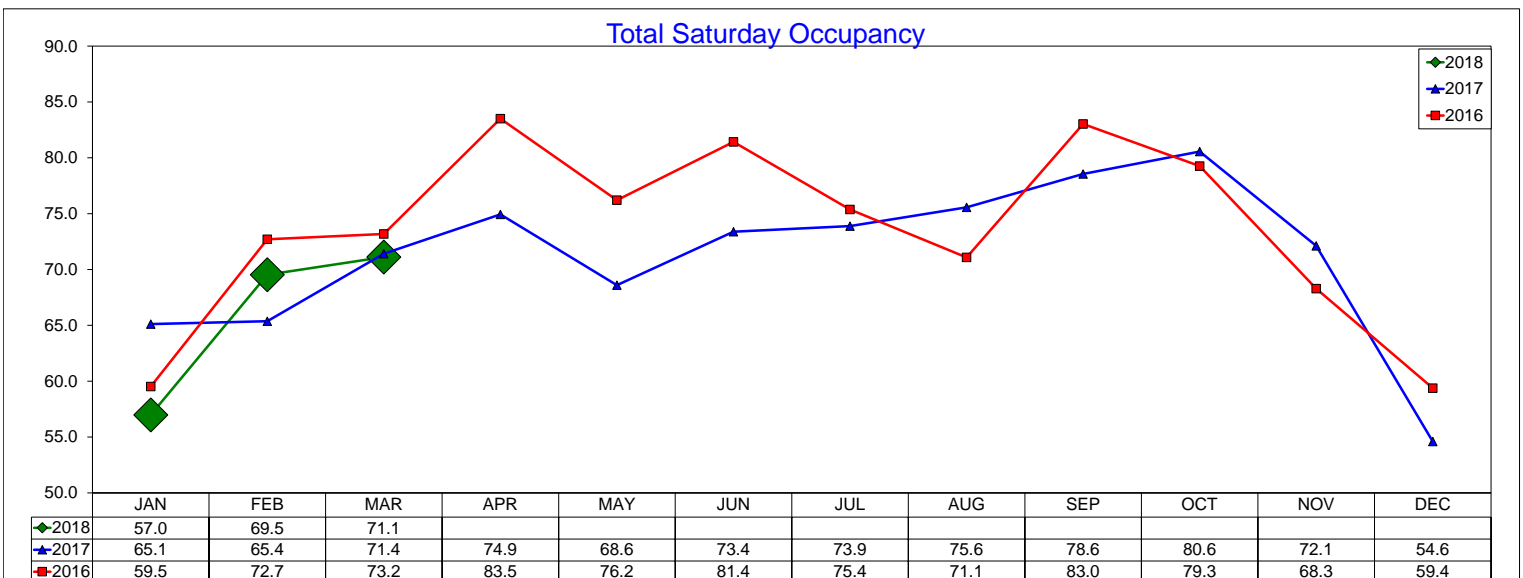
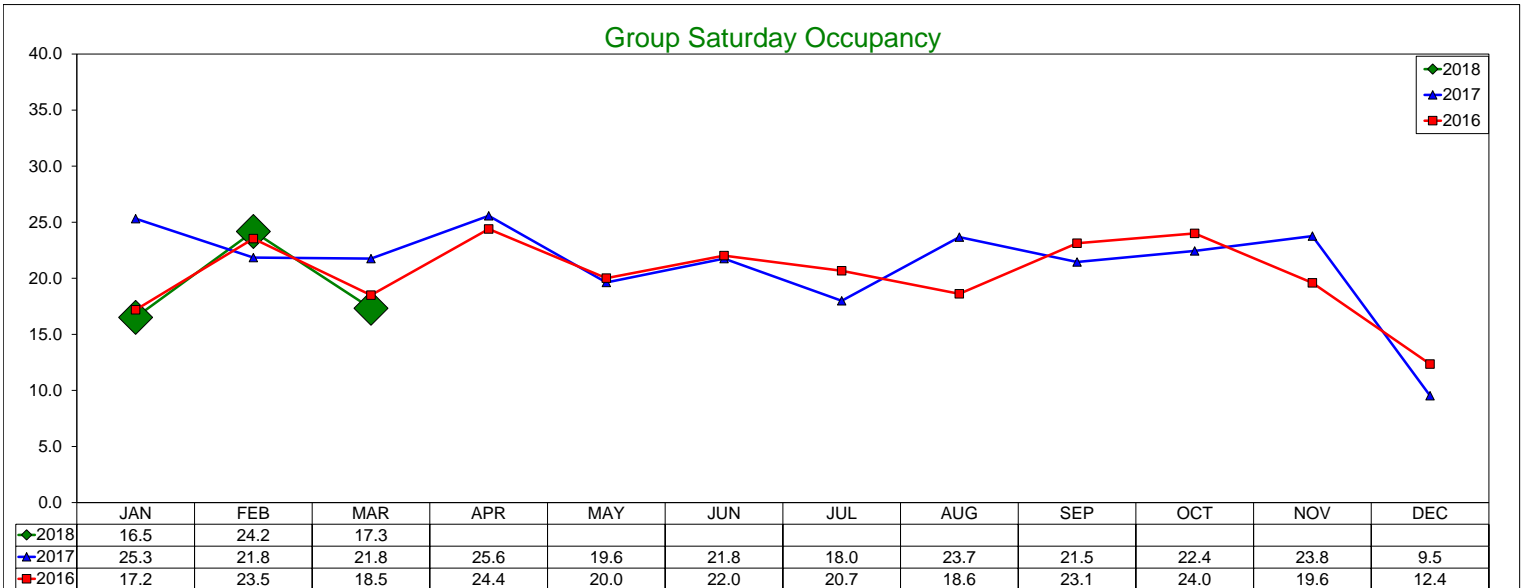
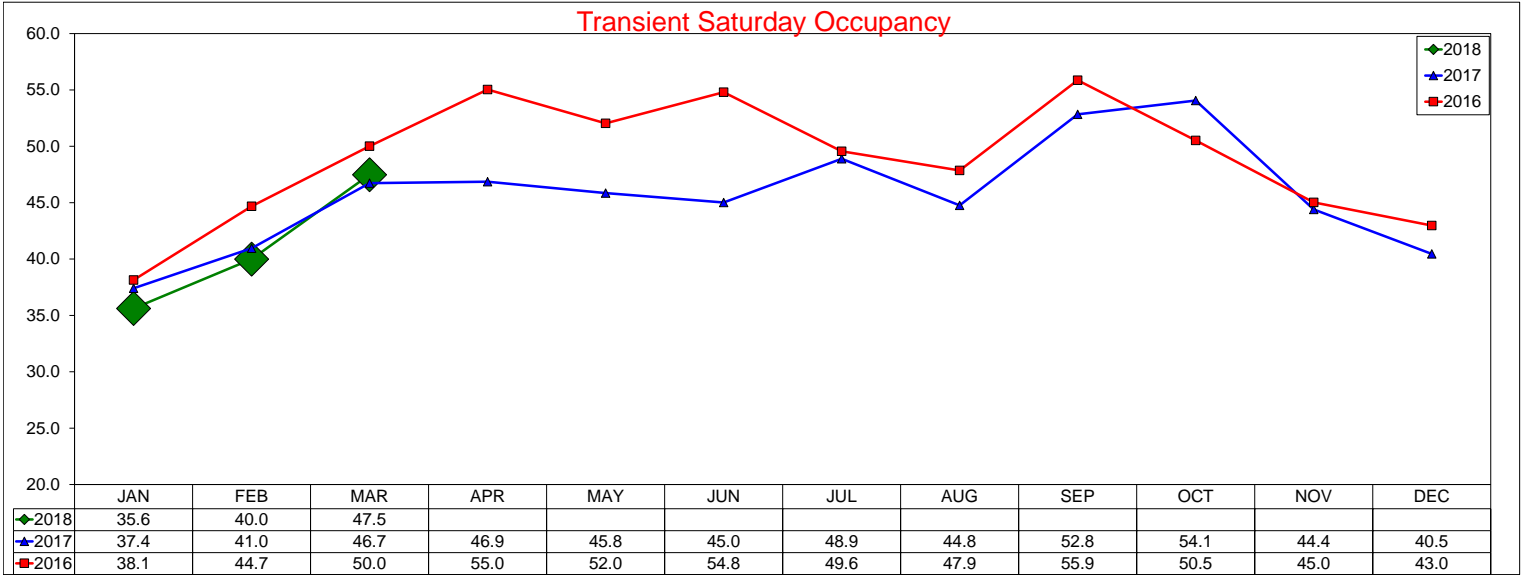
# Three Year Comparison - Saturday - ADR

## March 2018



# Three Year Comparison - Saturday - Occupancy

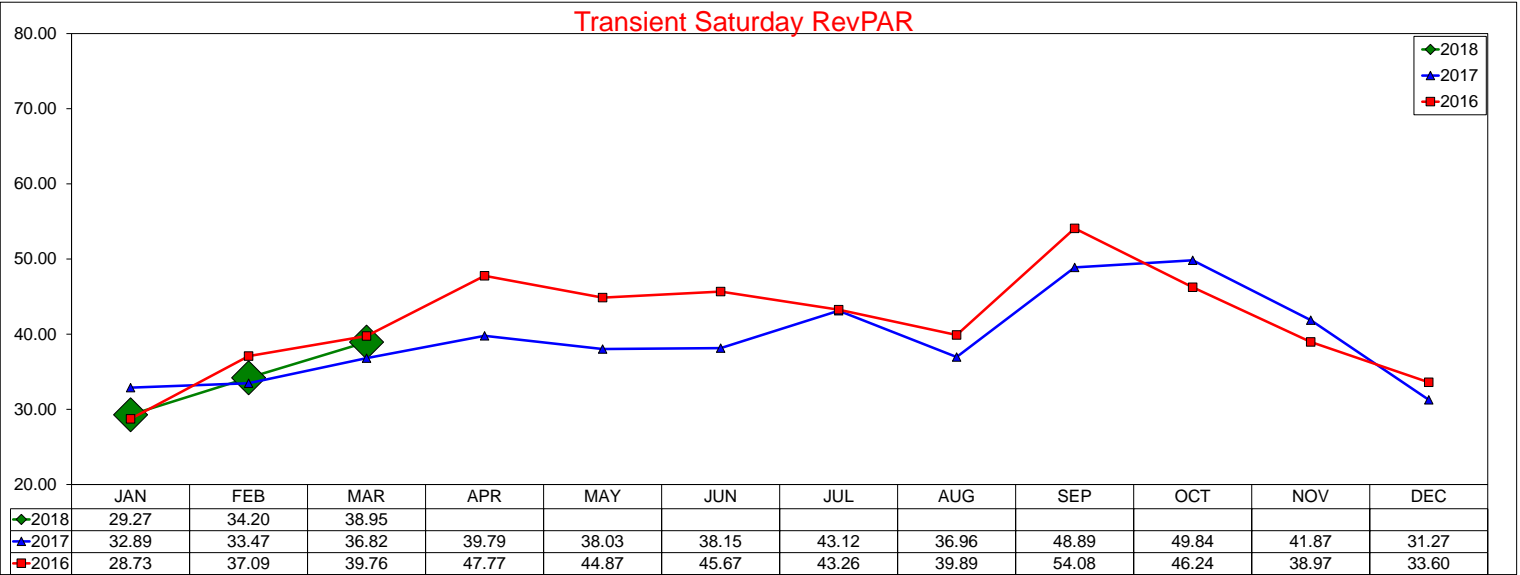
March 2018



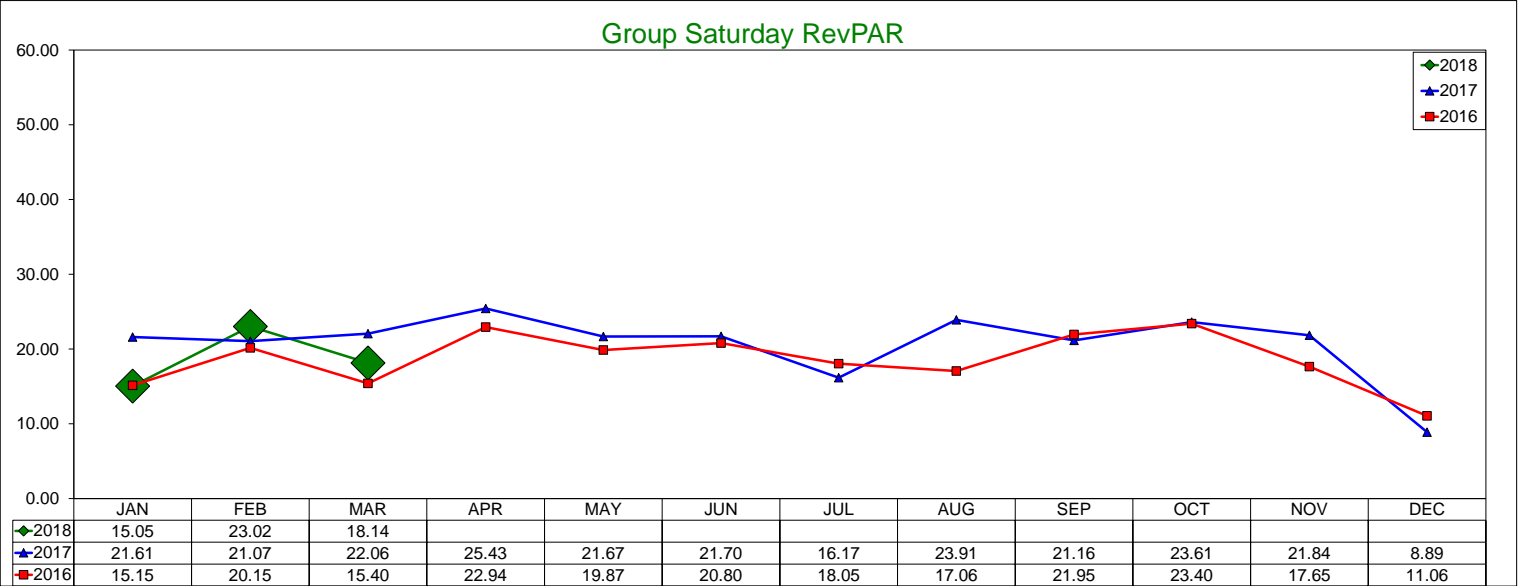
# Three Year Comparison - Saturday - RevPAR

March 2018

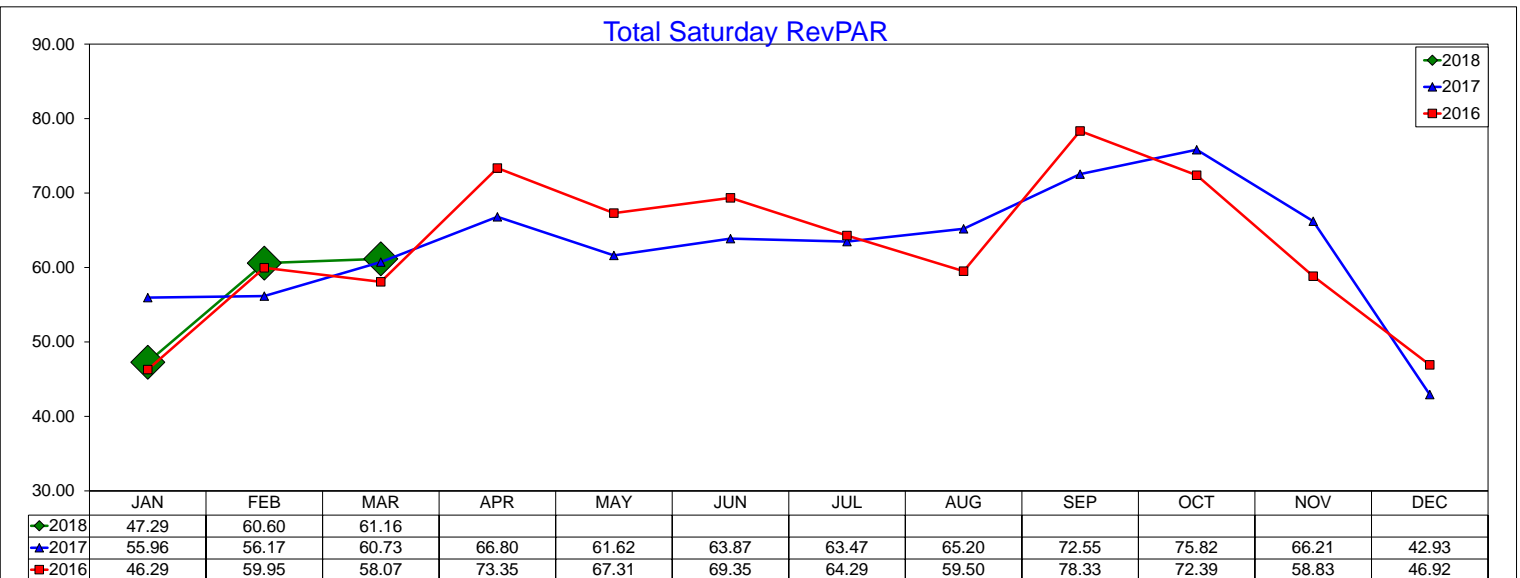
### Transient Saturday RevPAR



### Group Saturday RevPAR

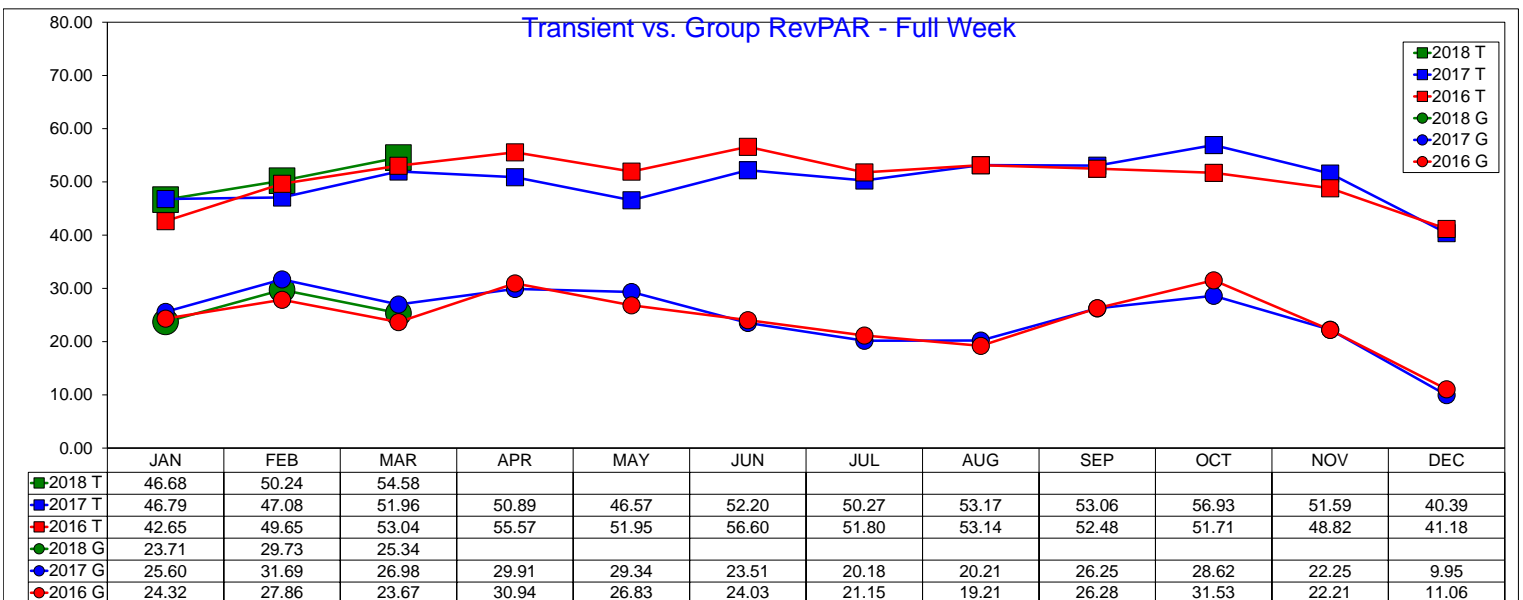
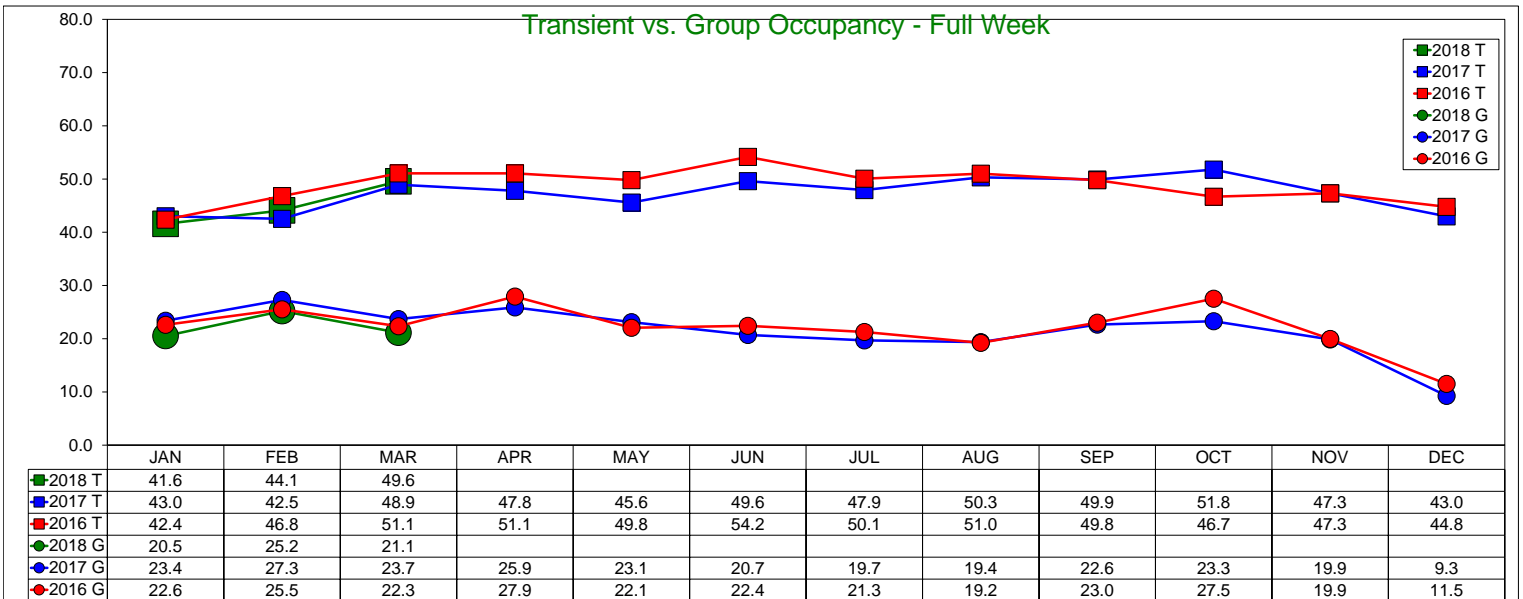
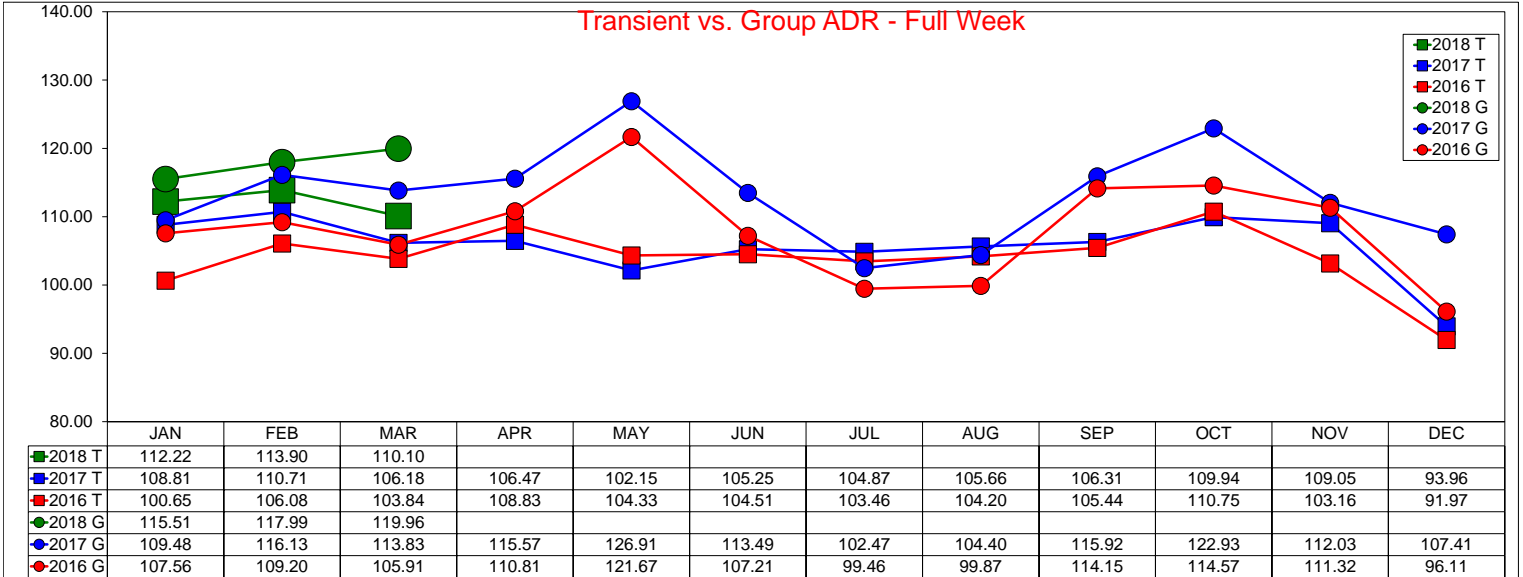


### Total Saturday RevPAR



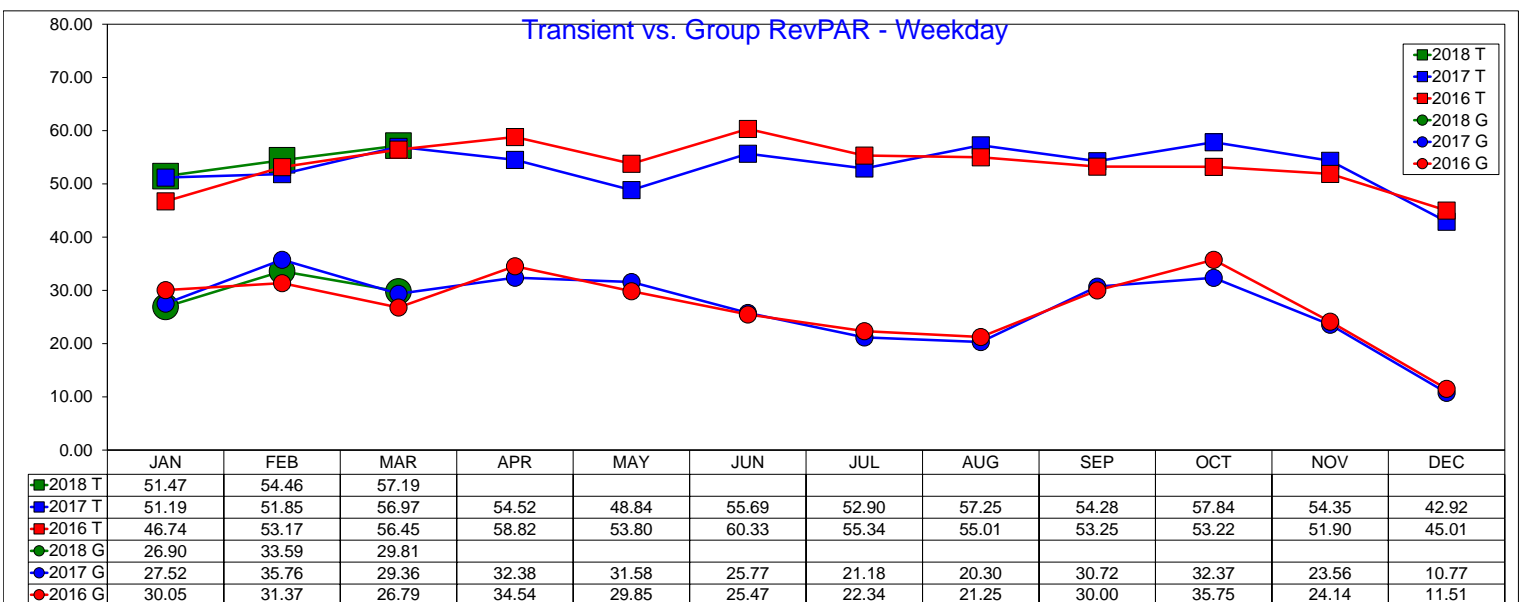
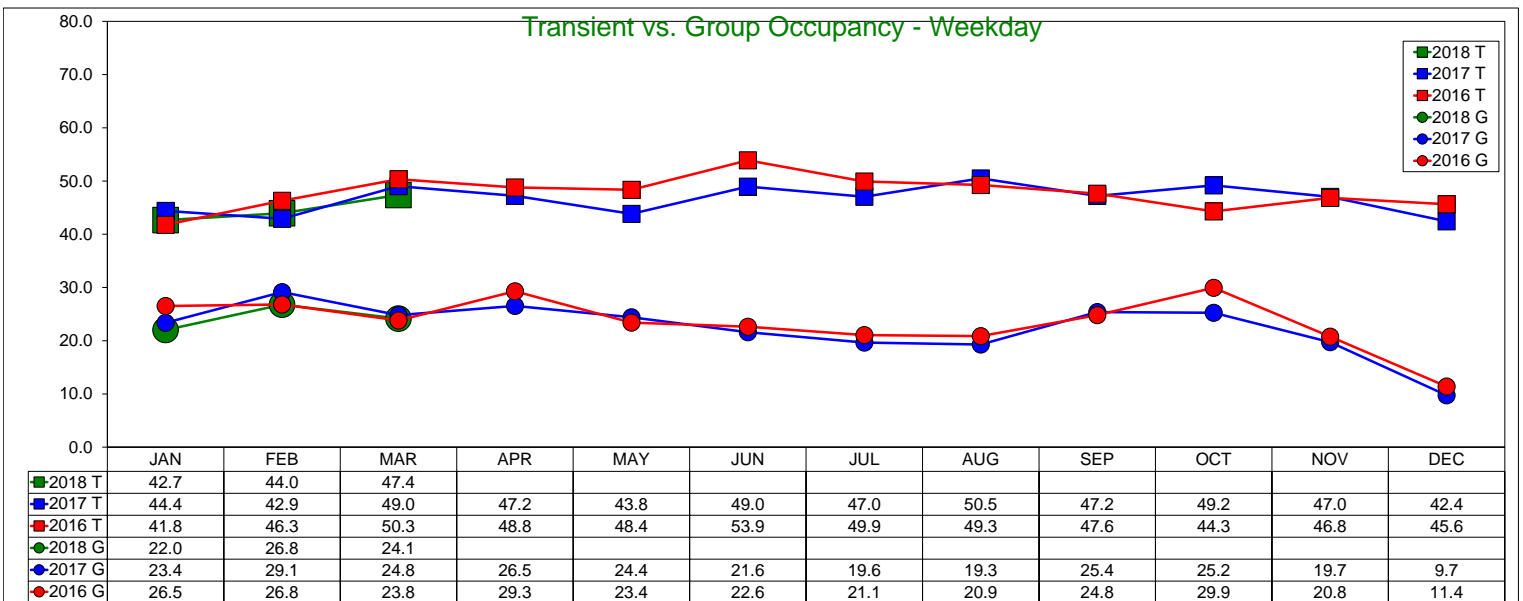
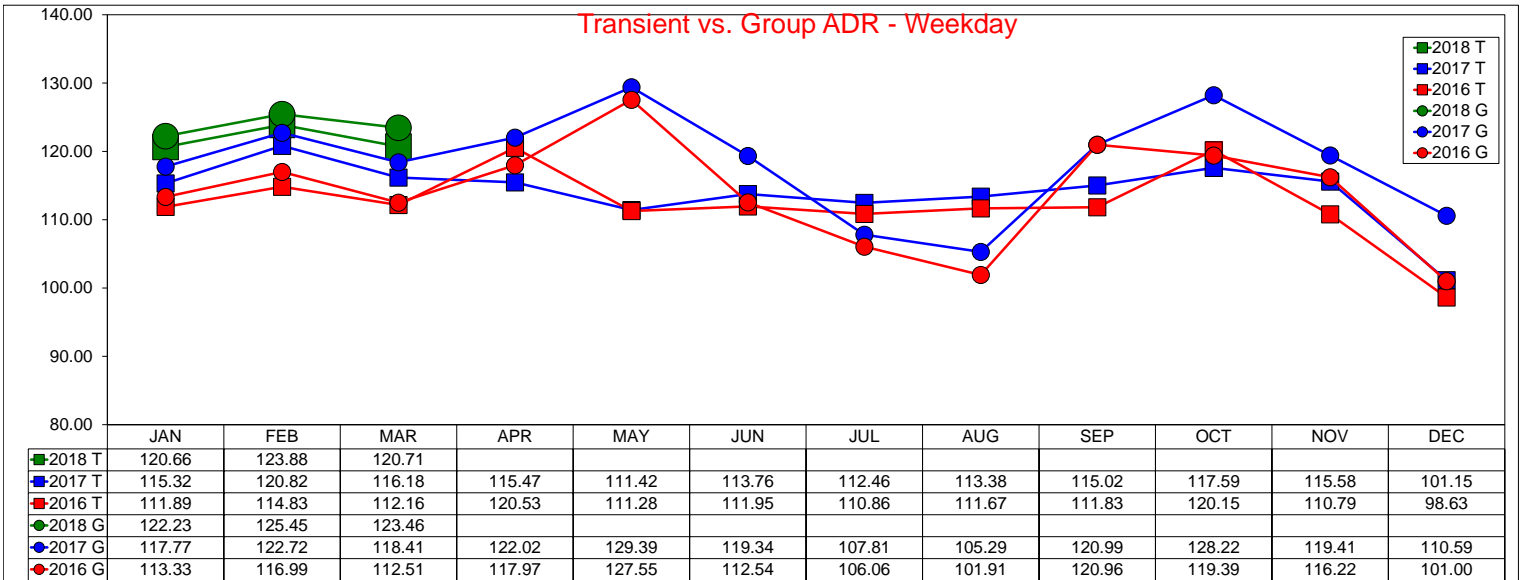
# Three Year Comparison - Transient vs. Group - Full Week

March 2018



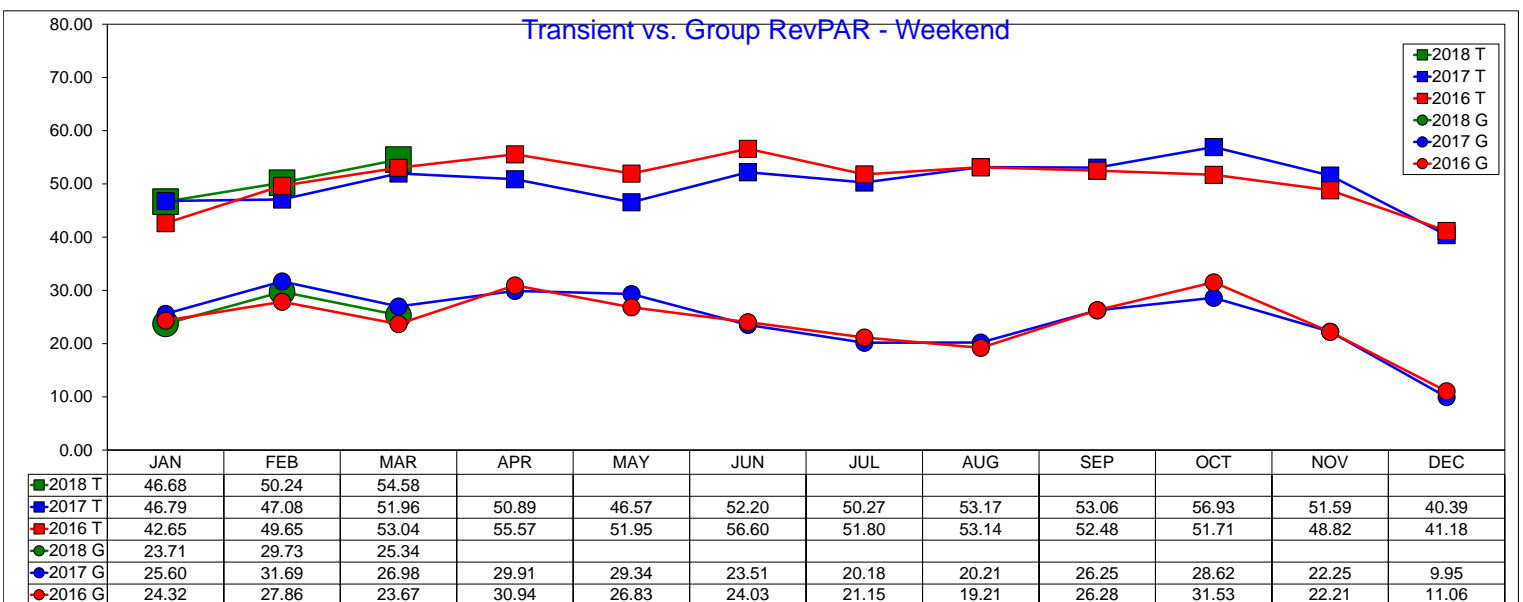
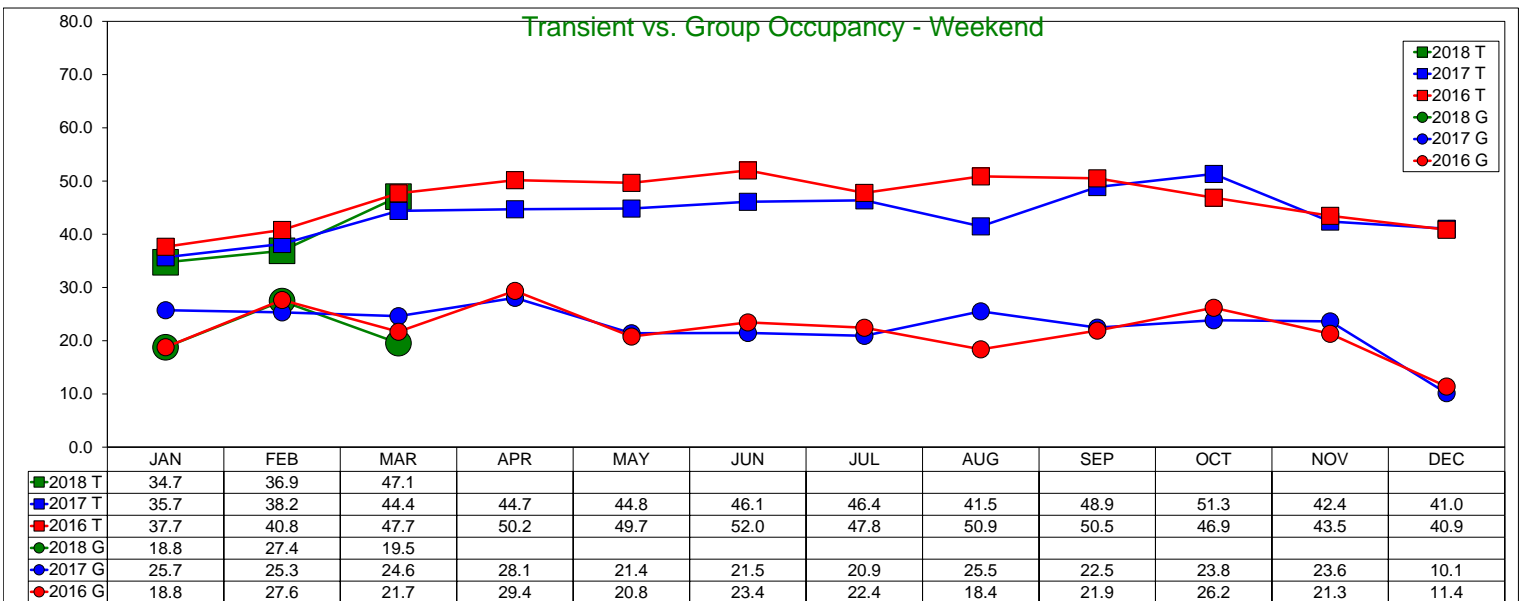
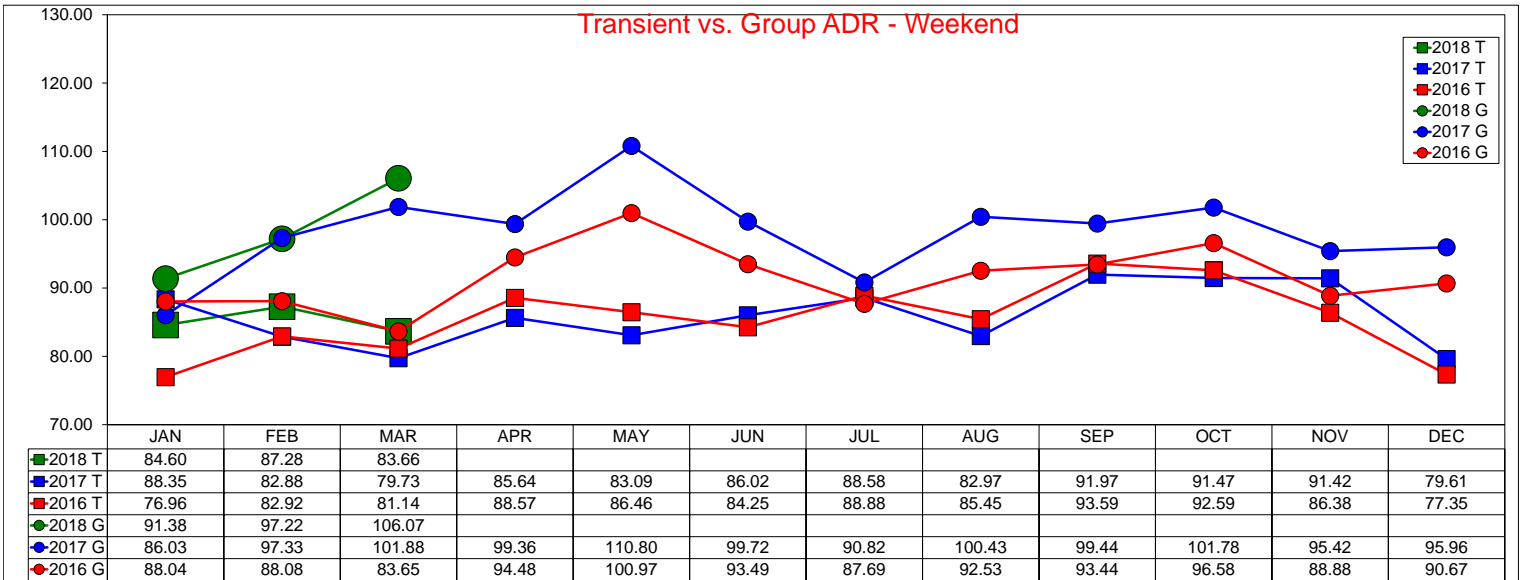
# Three Year Comparison - Transient vs. Group - Weekday

## March 2018



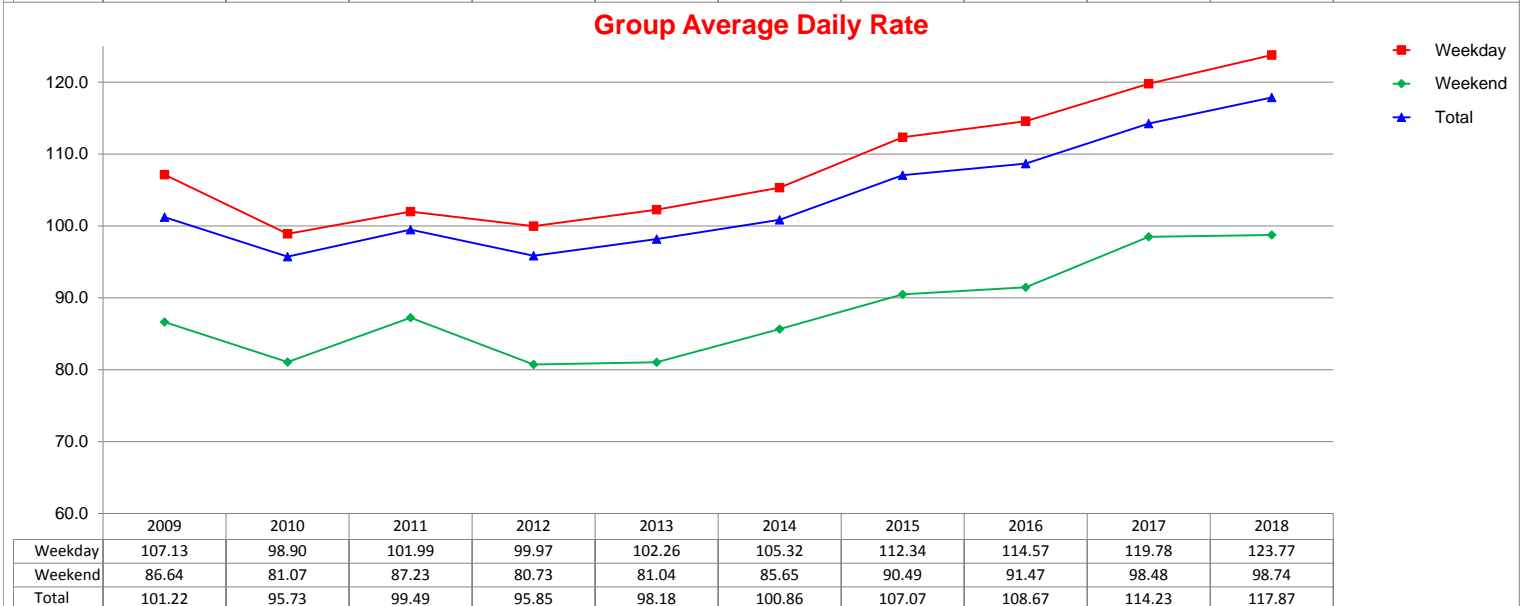
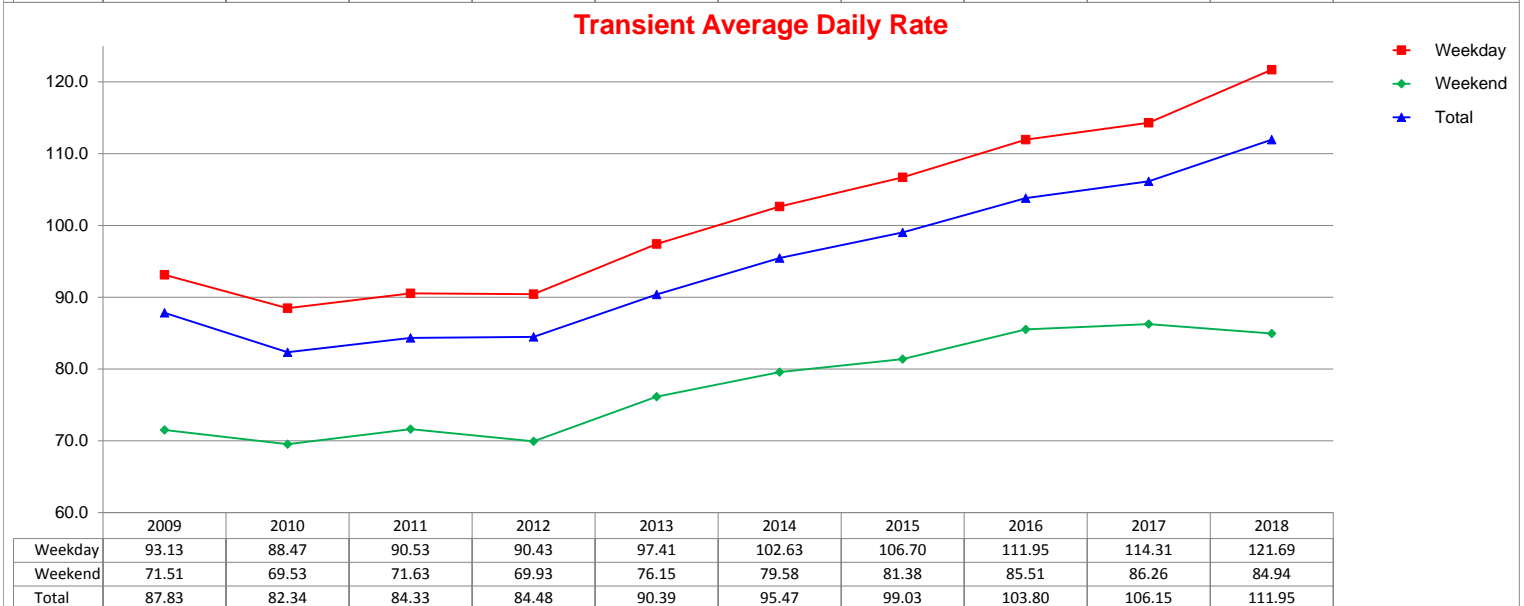
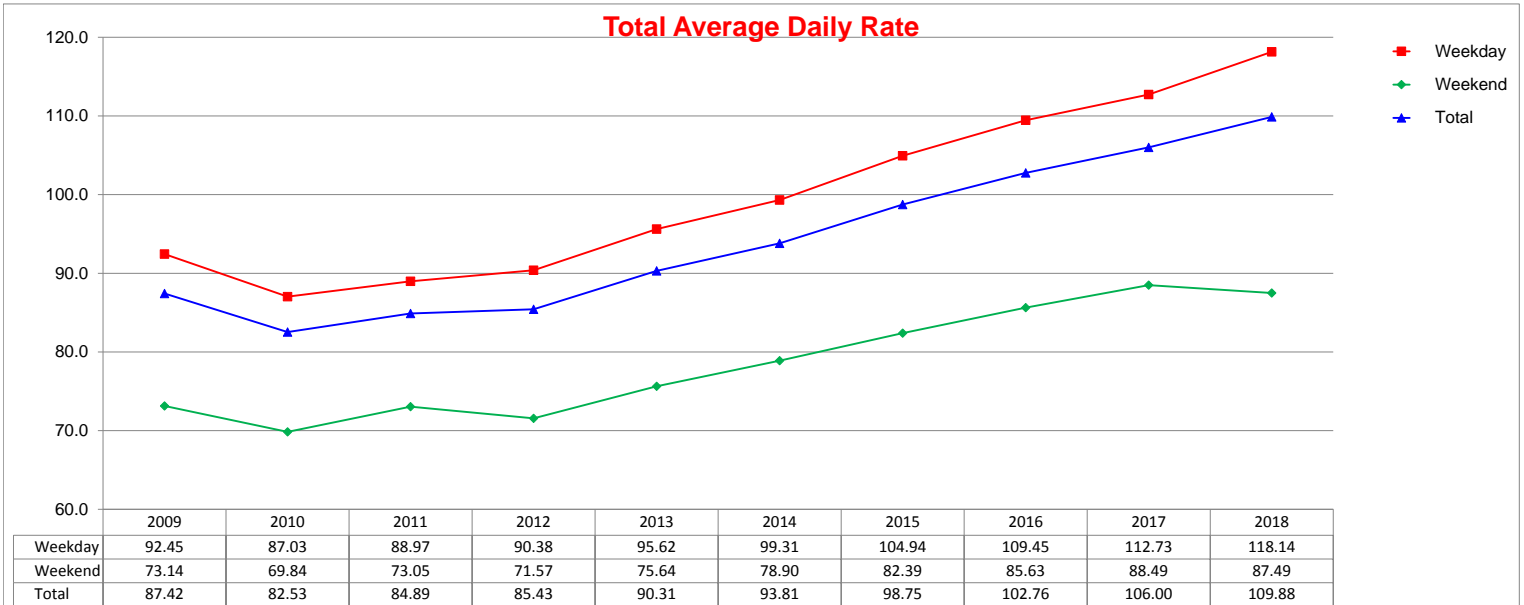
# Three Year Comparison - Transient vs. Group - Weekend

## March 2018



# 10 Year Occupancy Comparison - Weekday/Weekend

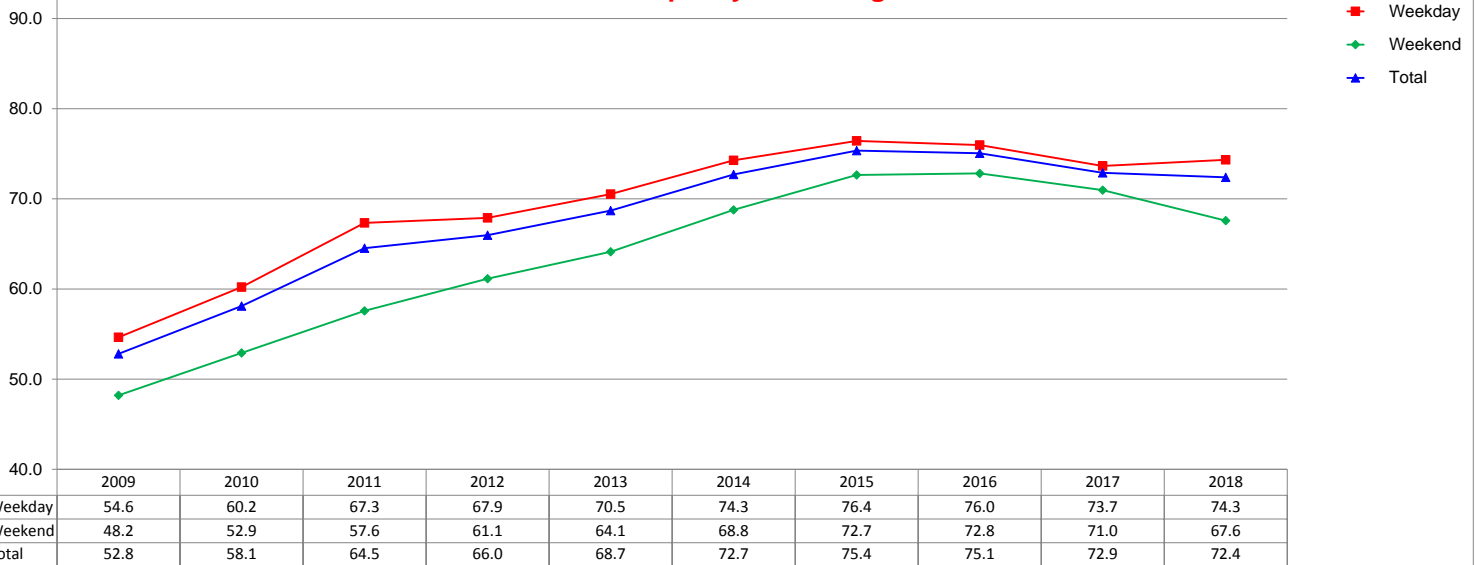
## Annual Year End Figures And YTD through March 2018



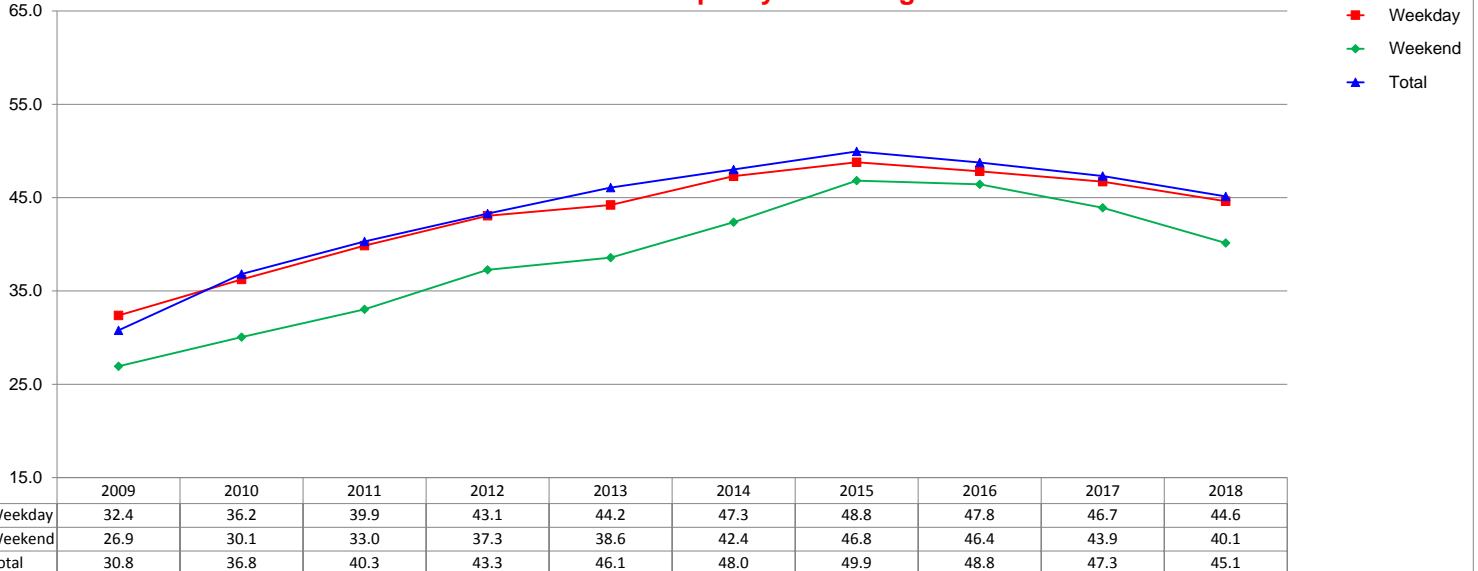
# 10 Year Occupancy Comparison - Weekday/Weekend

## Annual Year End Figures And YTD through March 2018

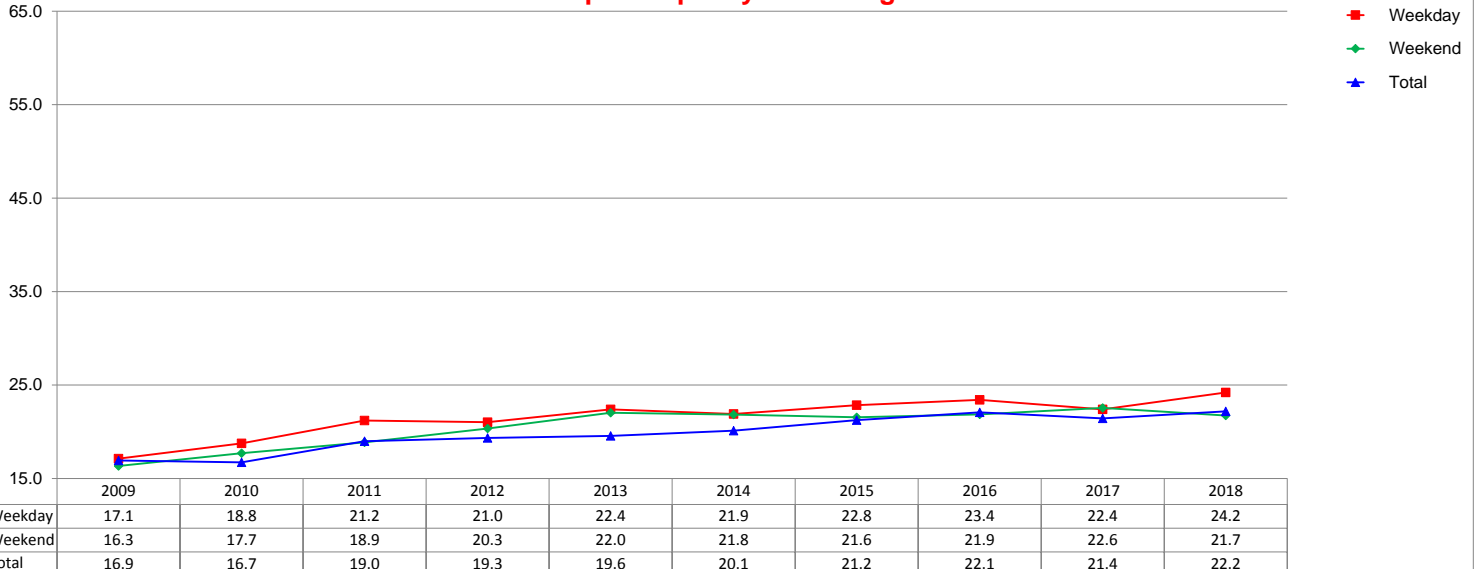
### Total Occupancy Percentage



### Transient Occupancy Percentage



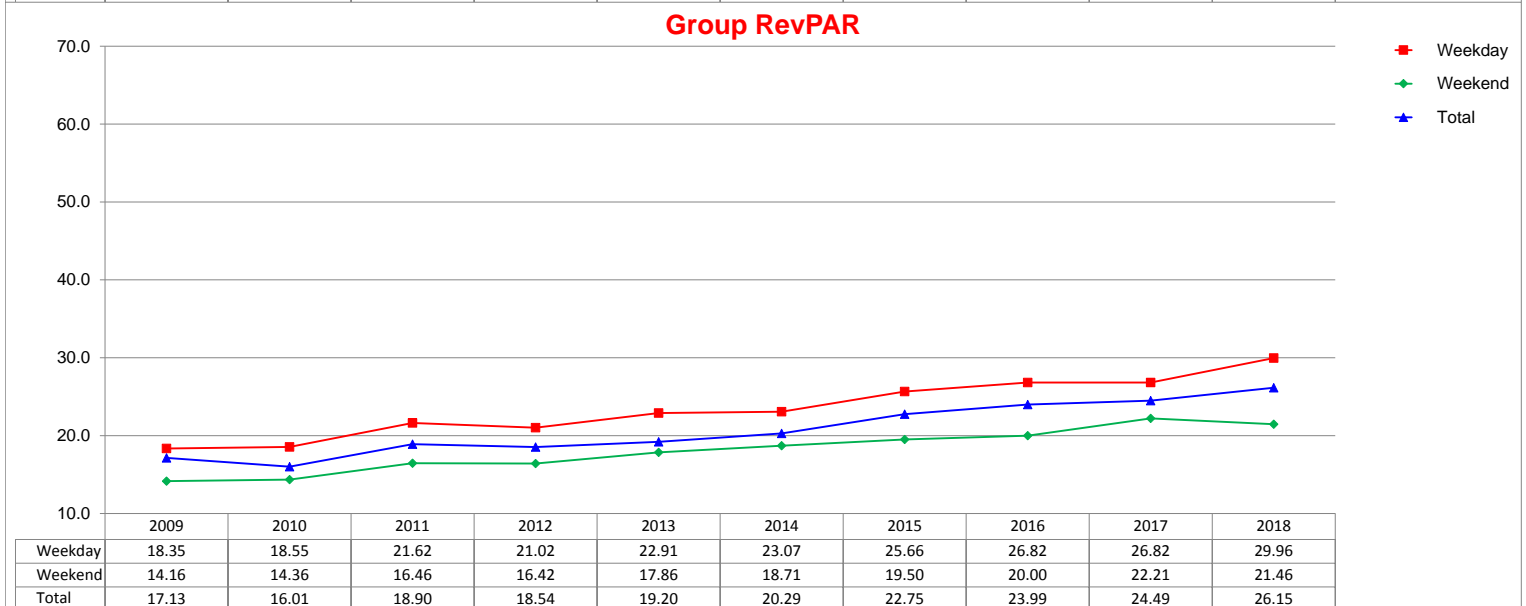
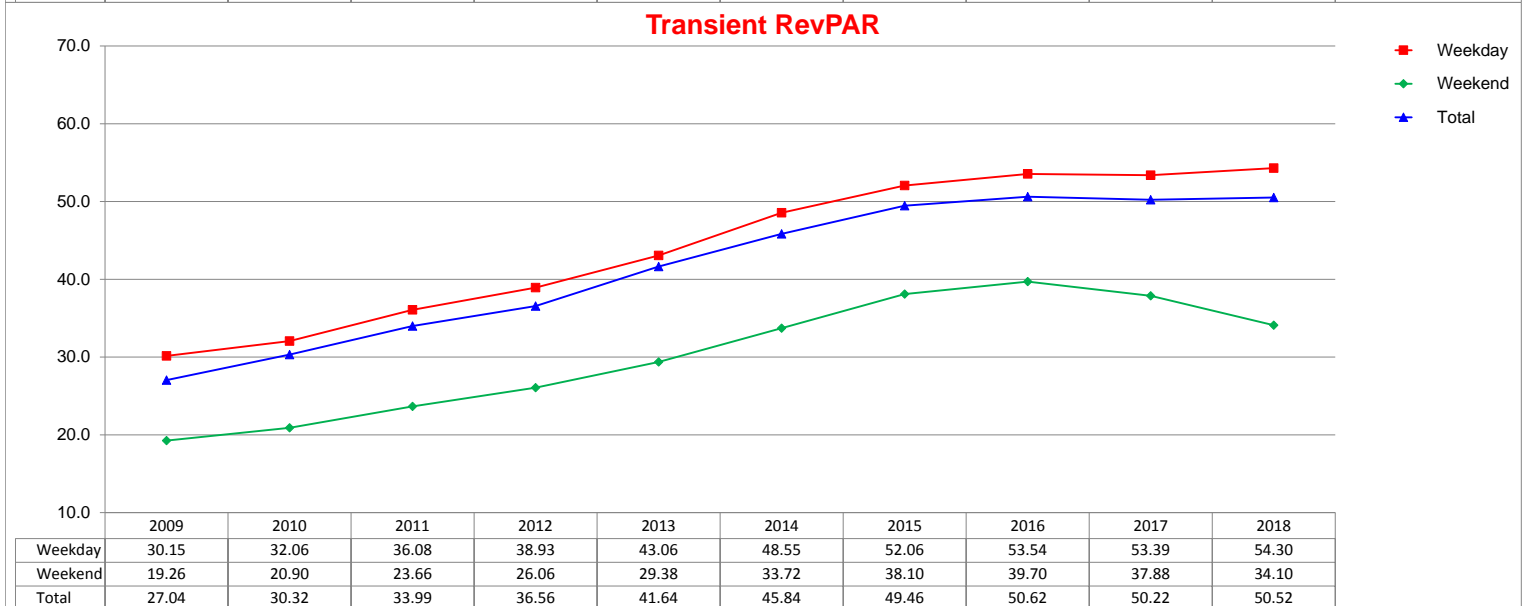
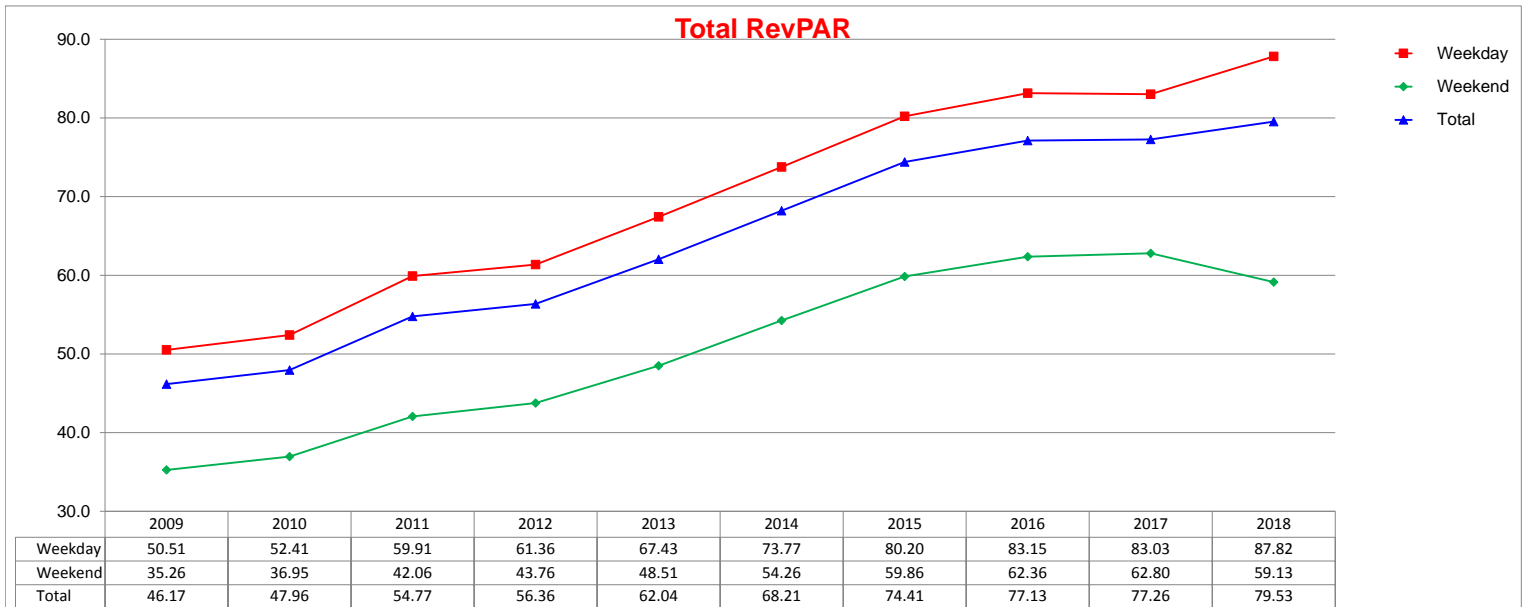
### Group Occupancy Percentage





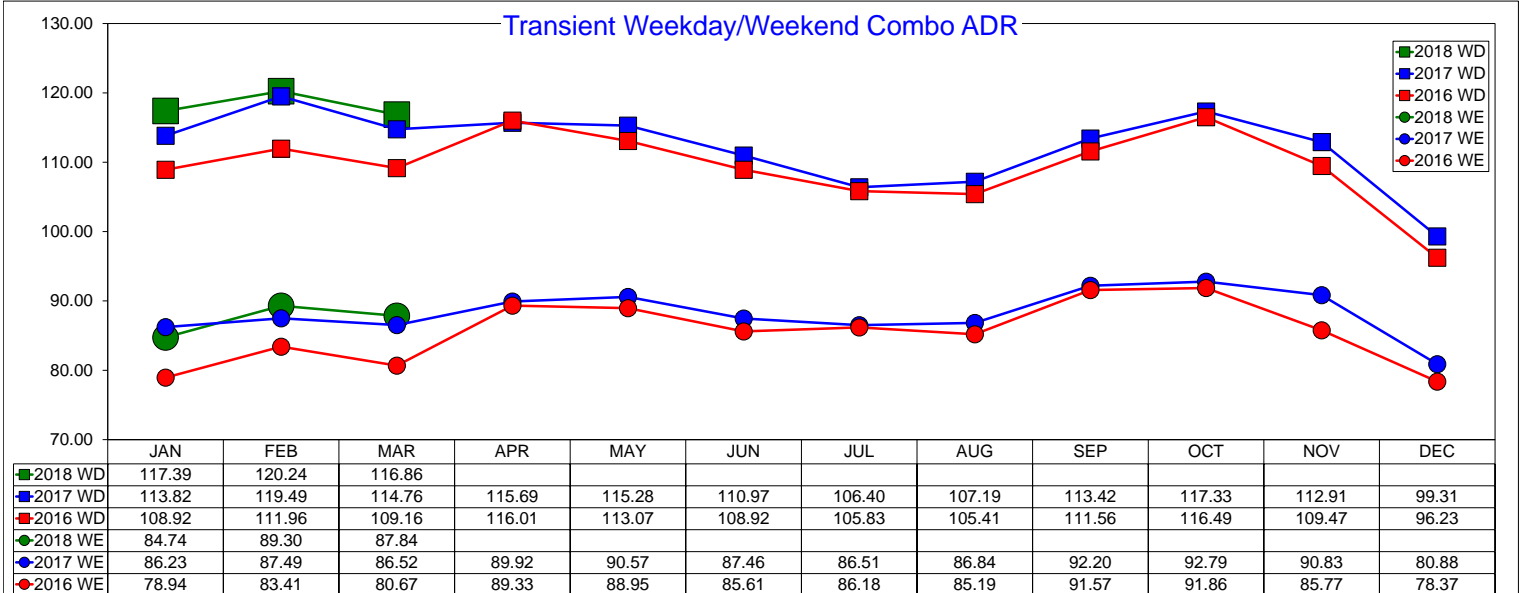
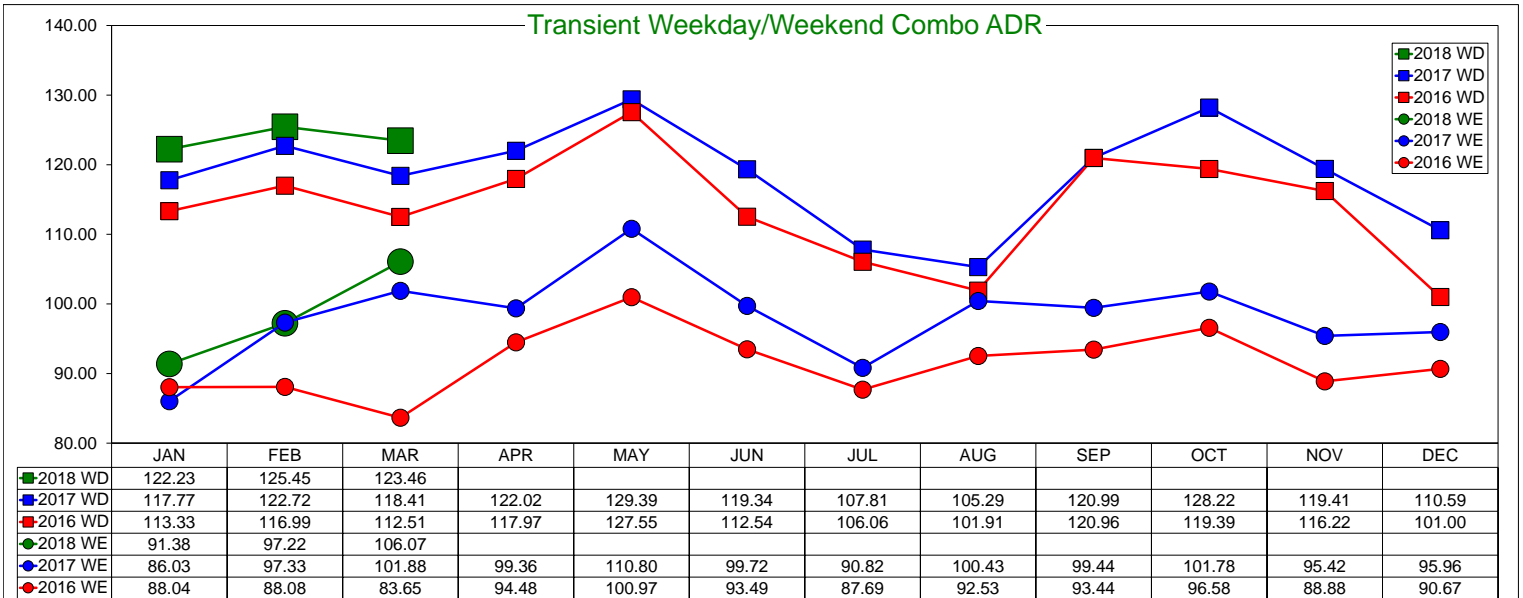
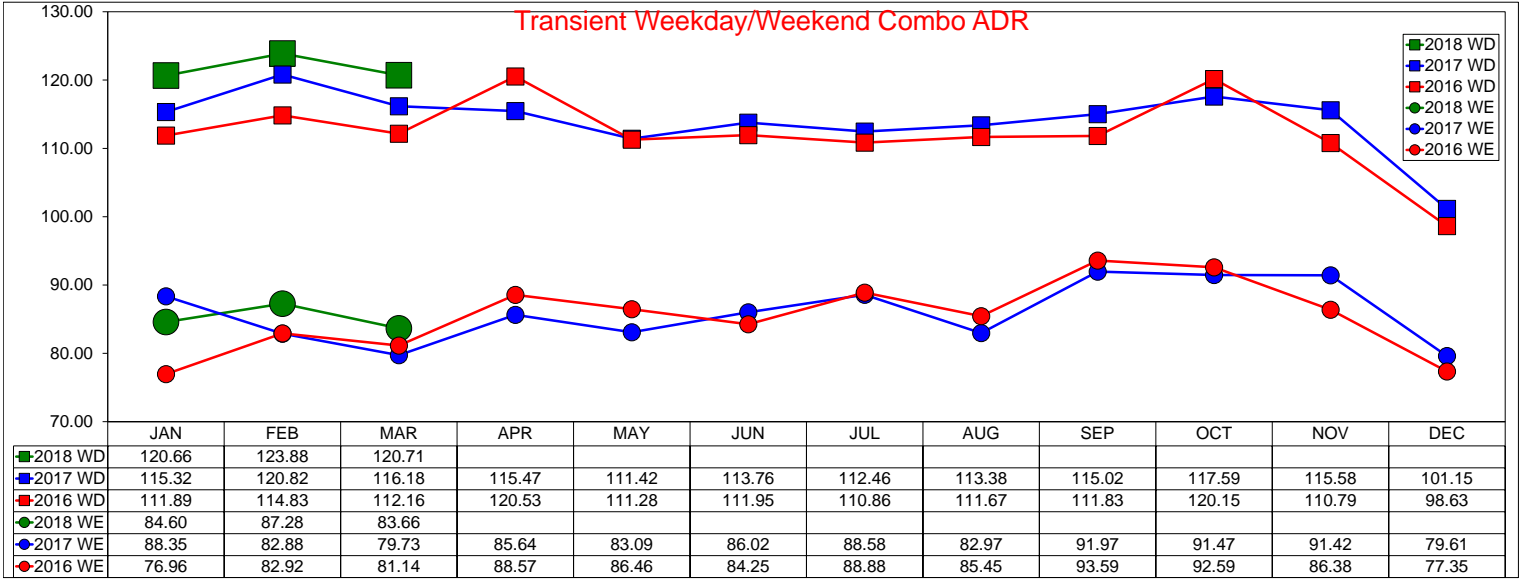
# 10 Year RevPAR Comparison - Weekday/Weekend

## Annual Year End Figures And YTD through March 2018



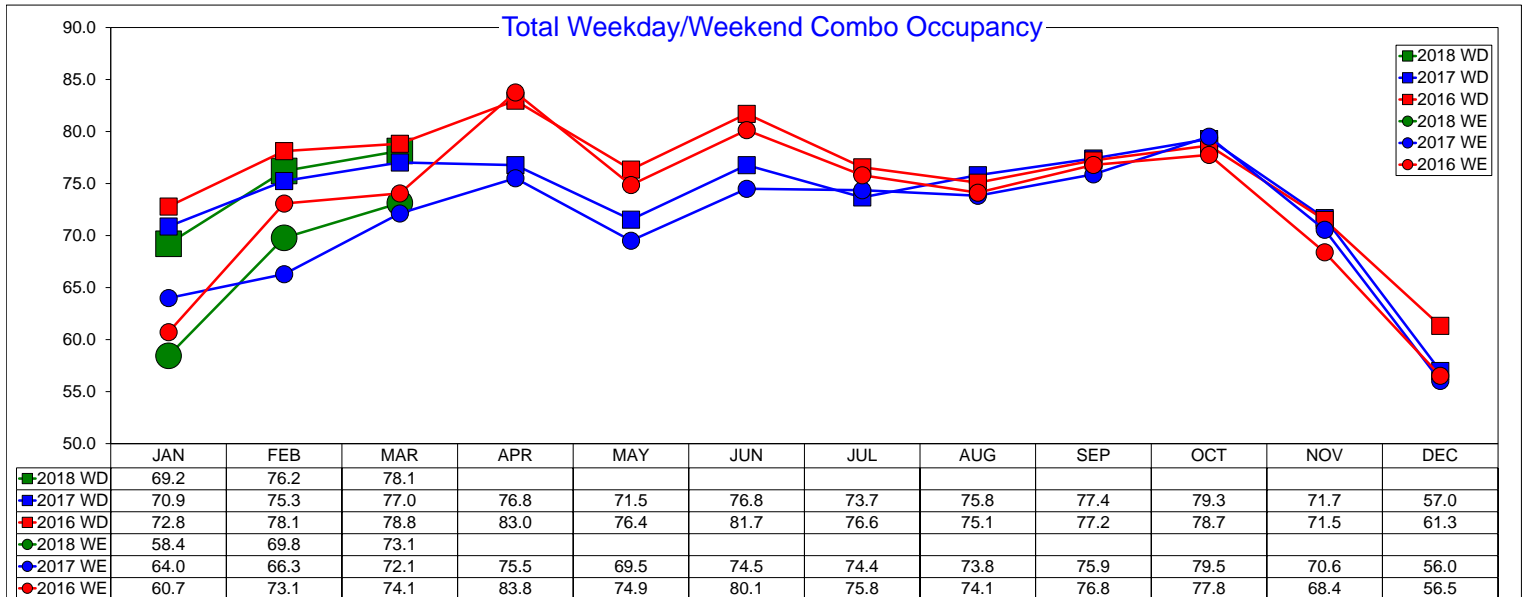
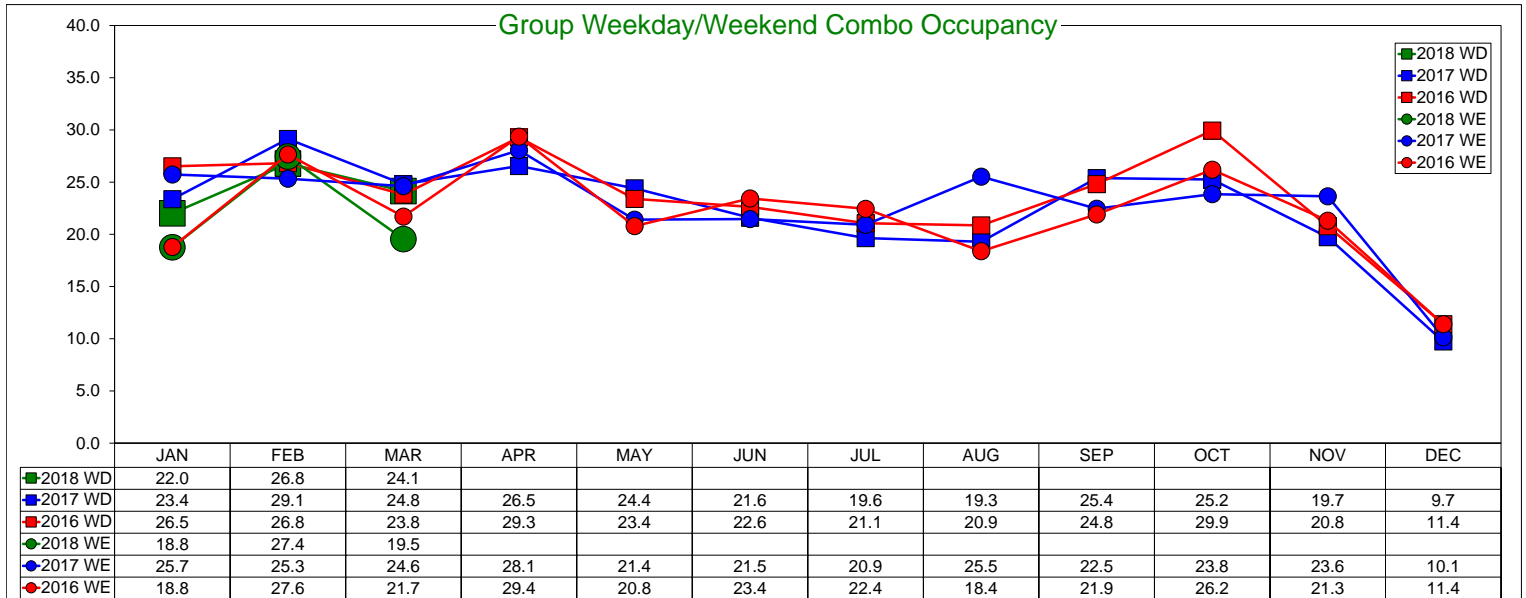
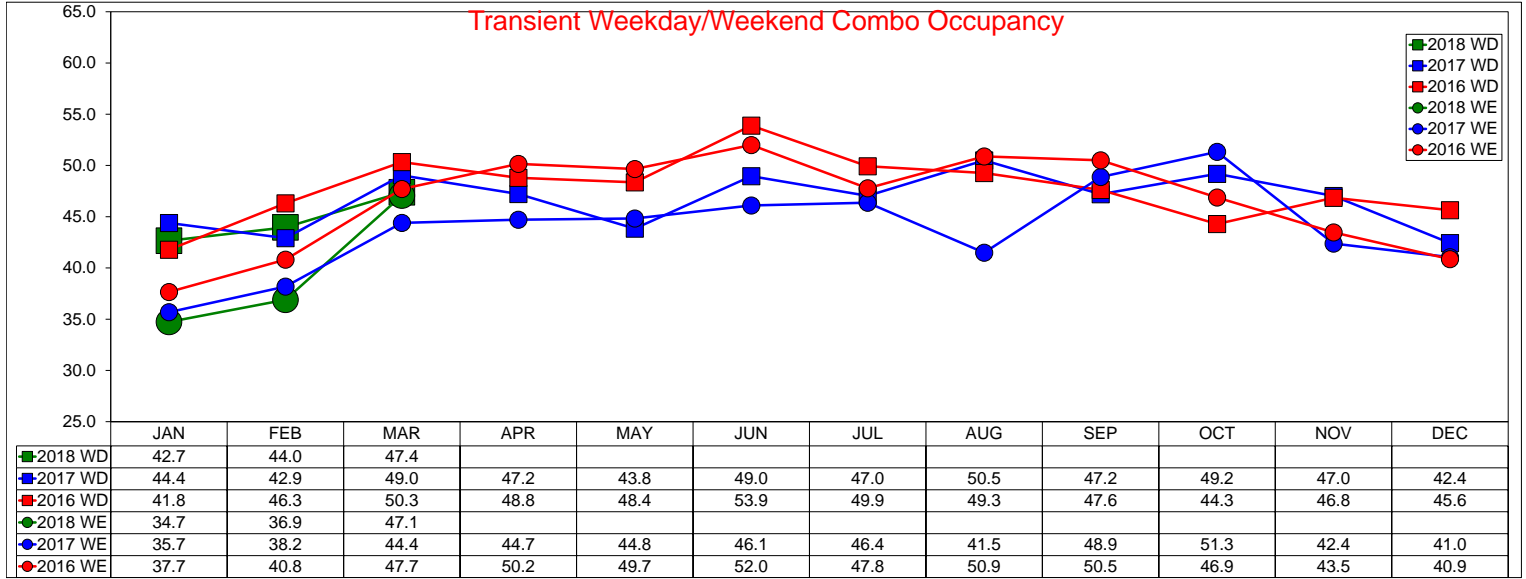
# Three Year Comparison - Weekday/Weekend Combo - ADR

## March 2018



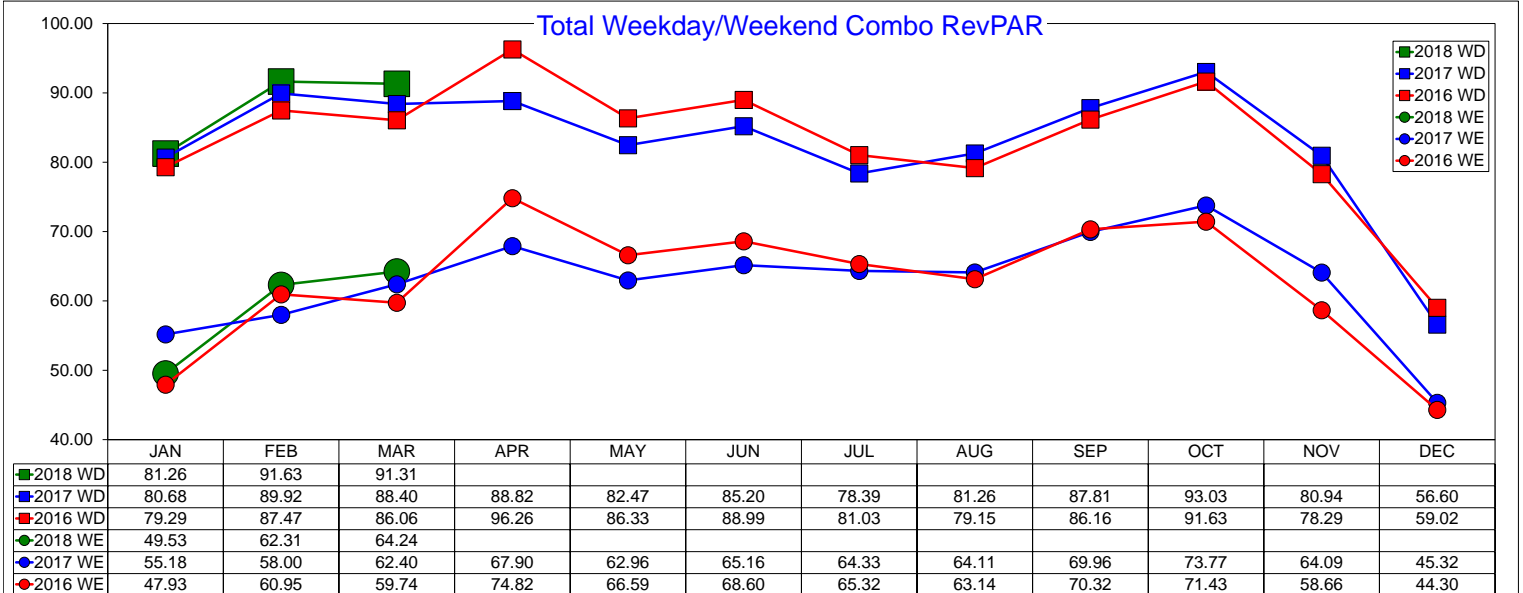
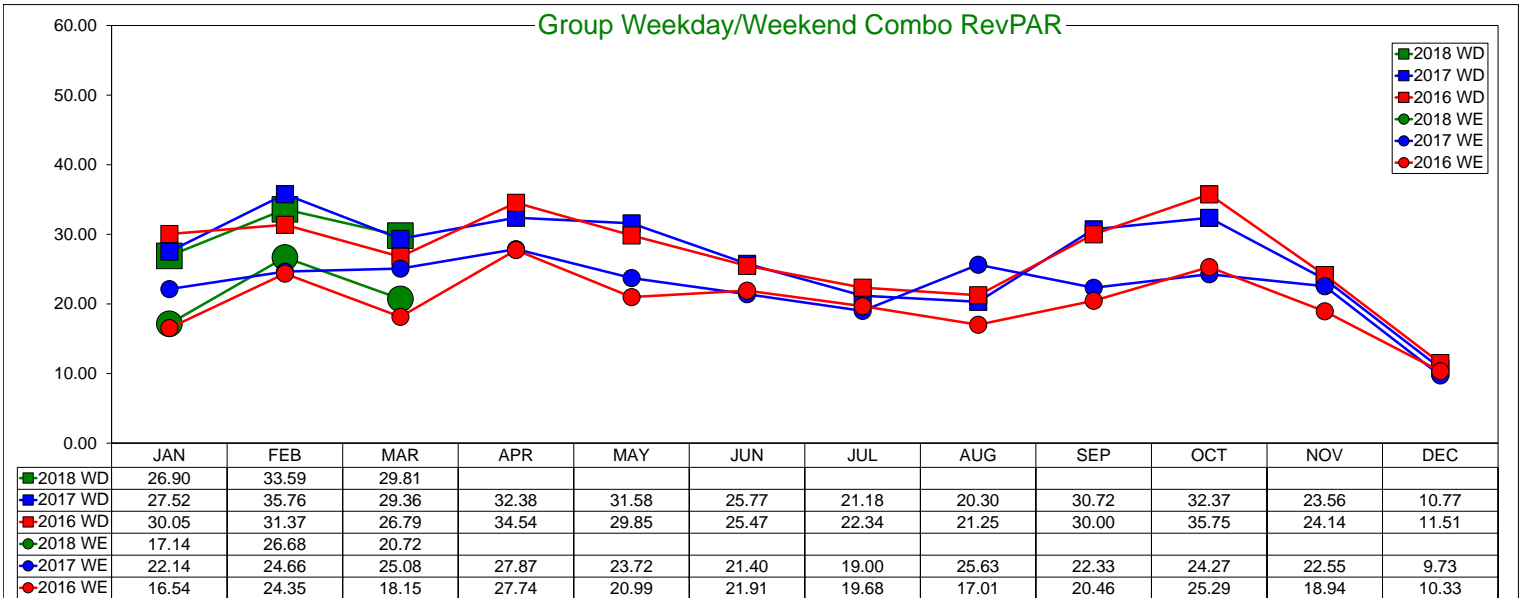
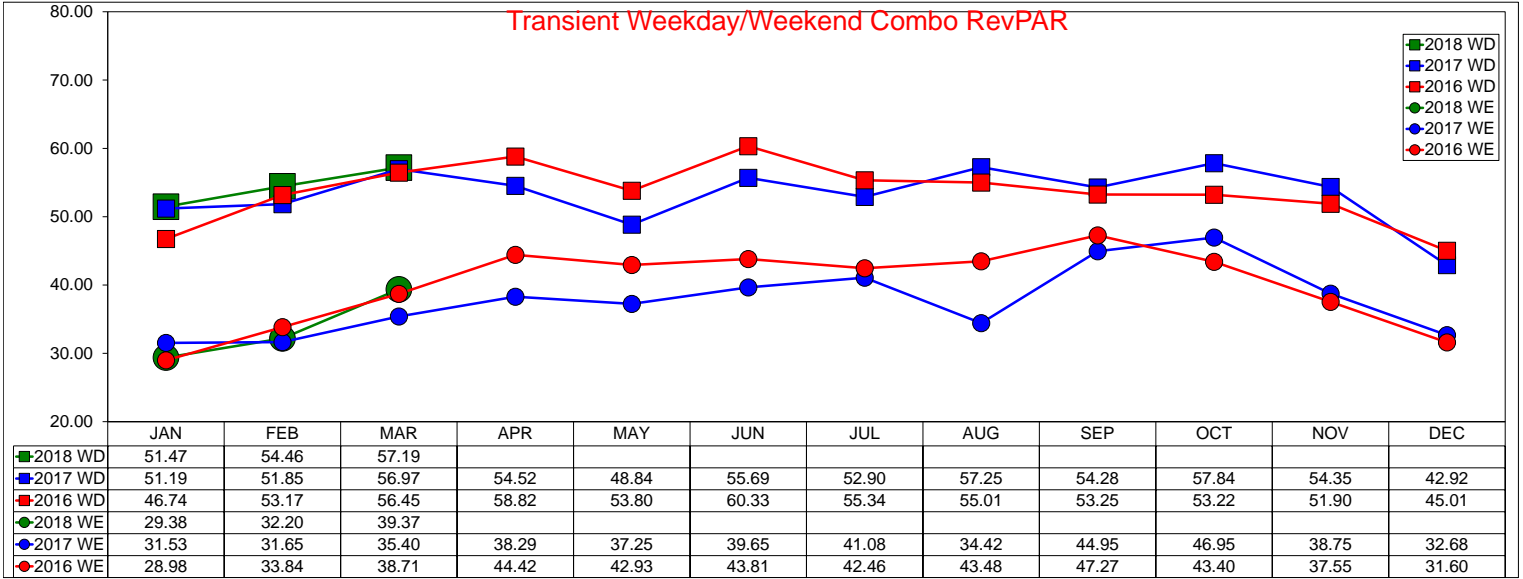
# Three Year Comparison - Weekday/Weekend Combo - Occupancy

## March 2018



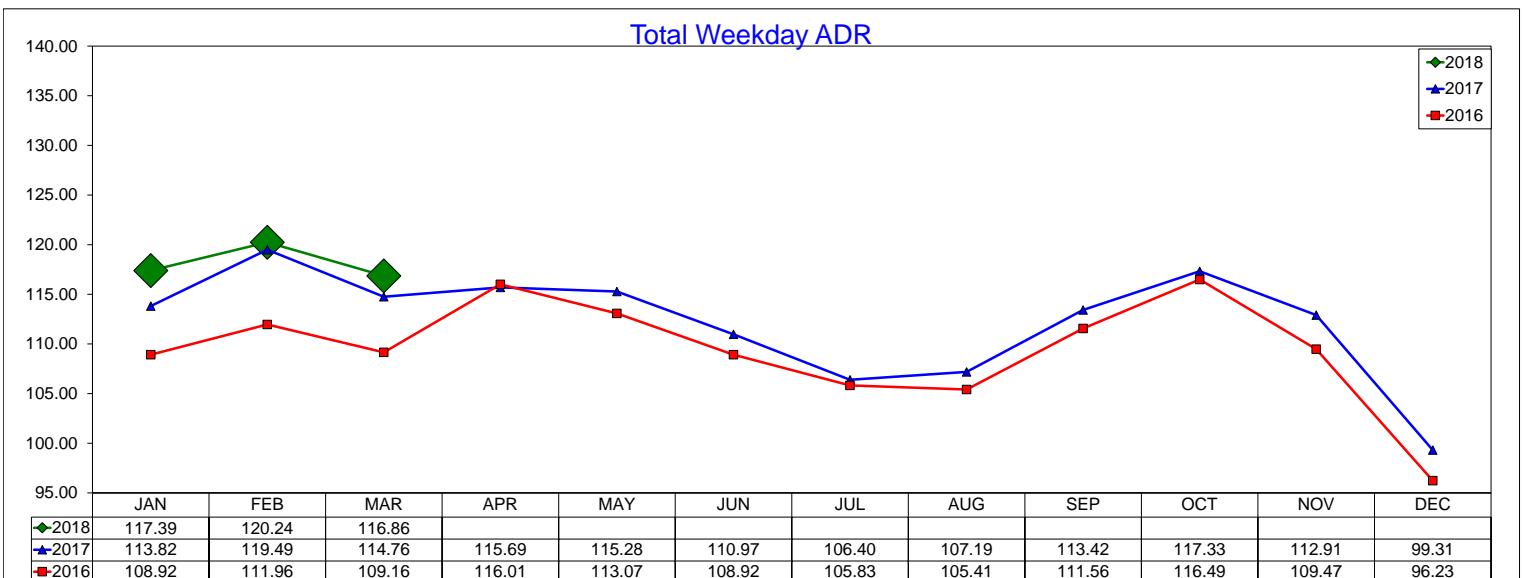
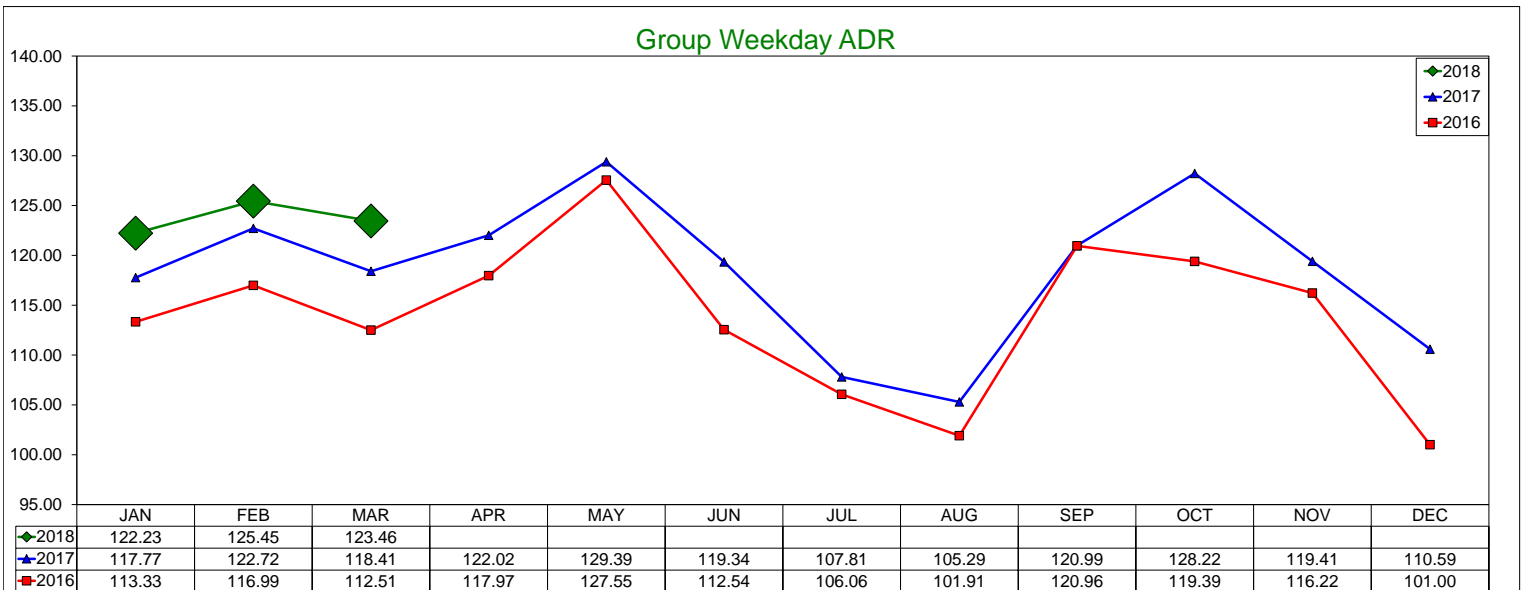
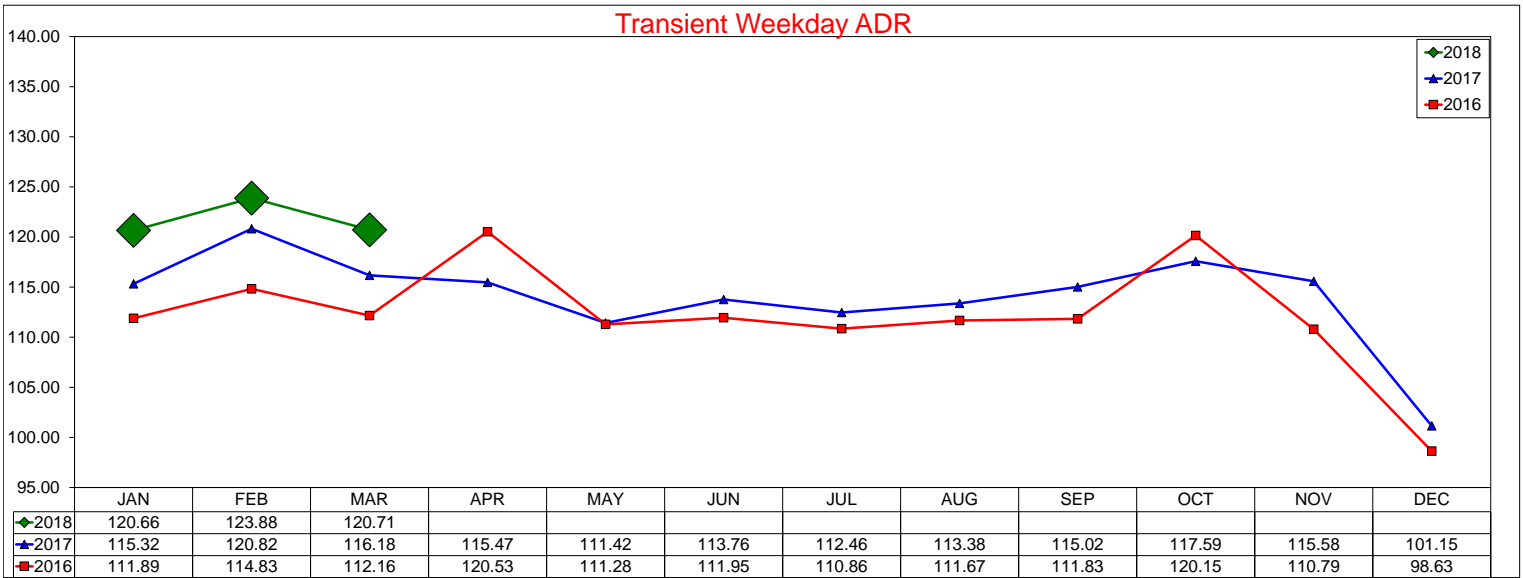
# Three Year Comparison - Weekday/Weekend Combo - RevPAR

March 2018



# Three Year Comparison - Weekday - ADR

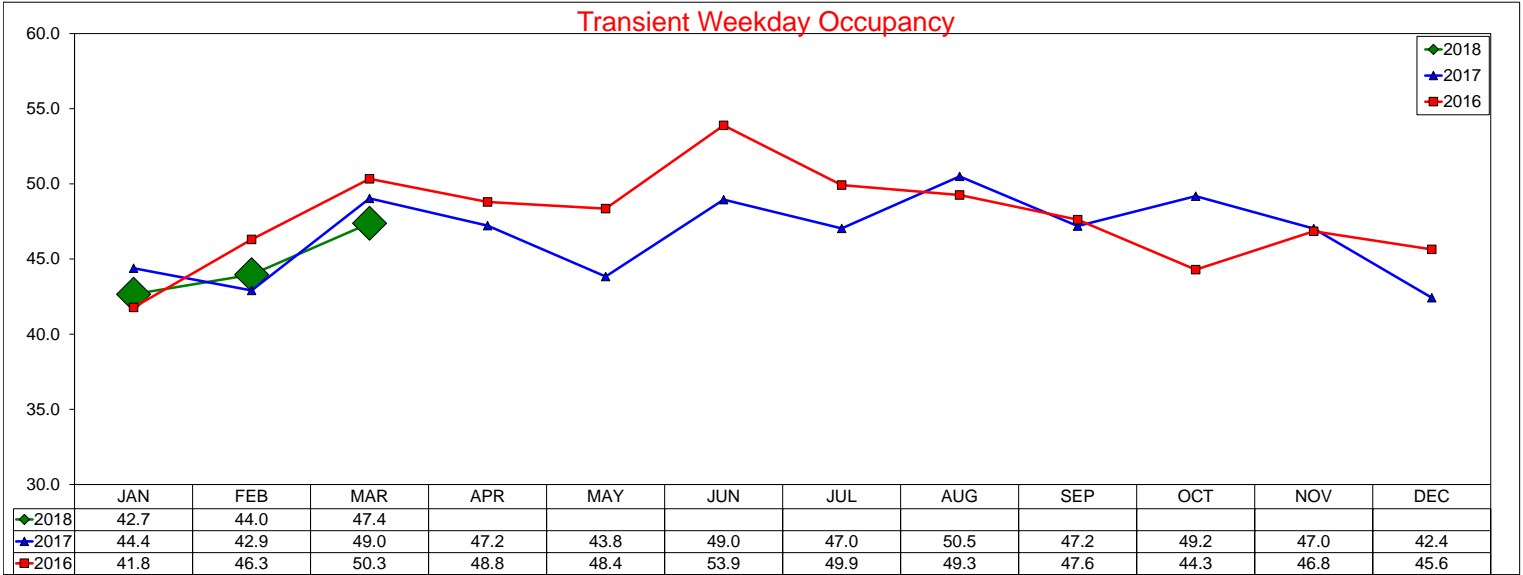
## March 2018



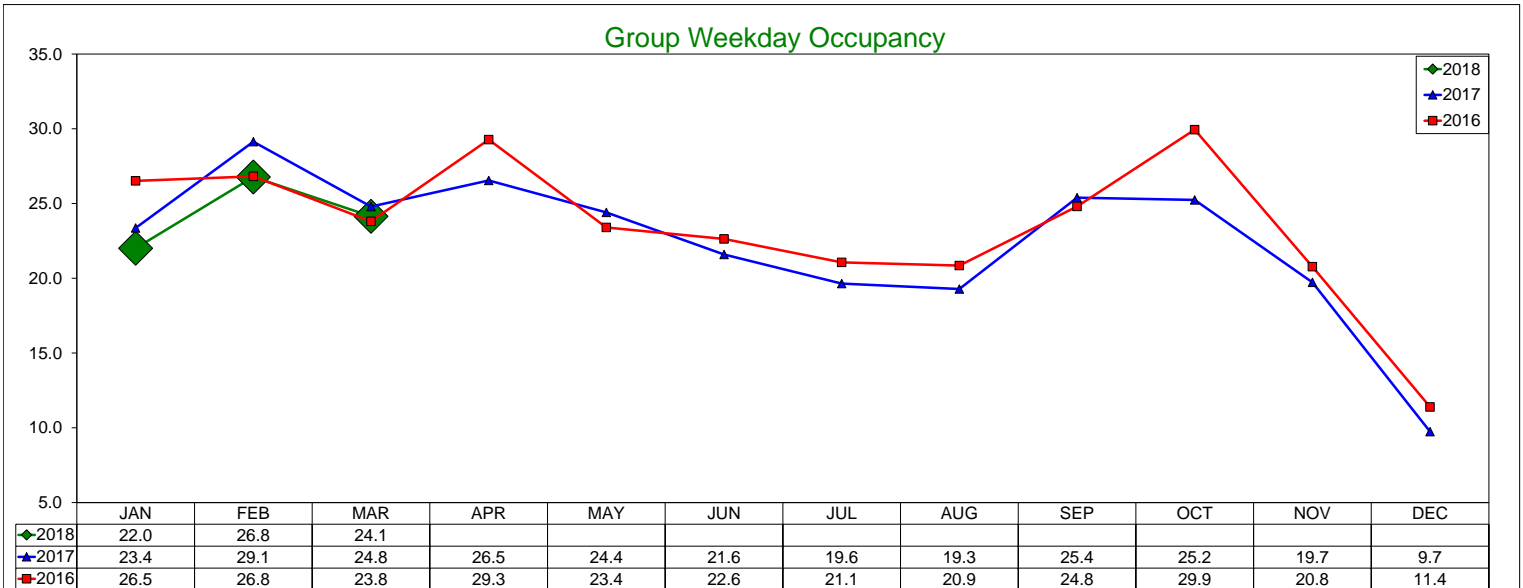
# Three Year Comparison - Weekday - Occupancy

March 2018

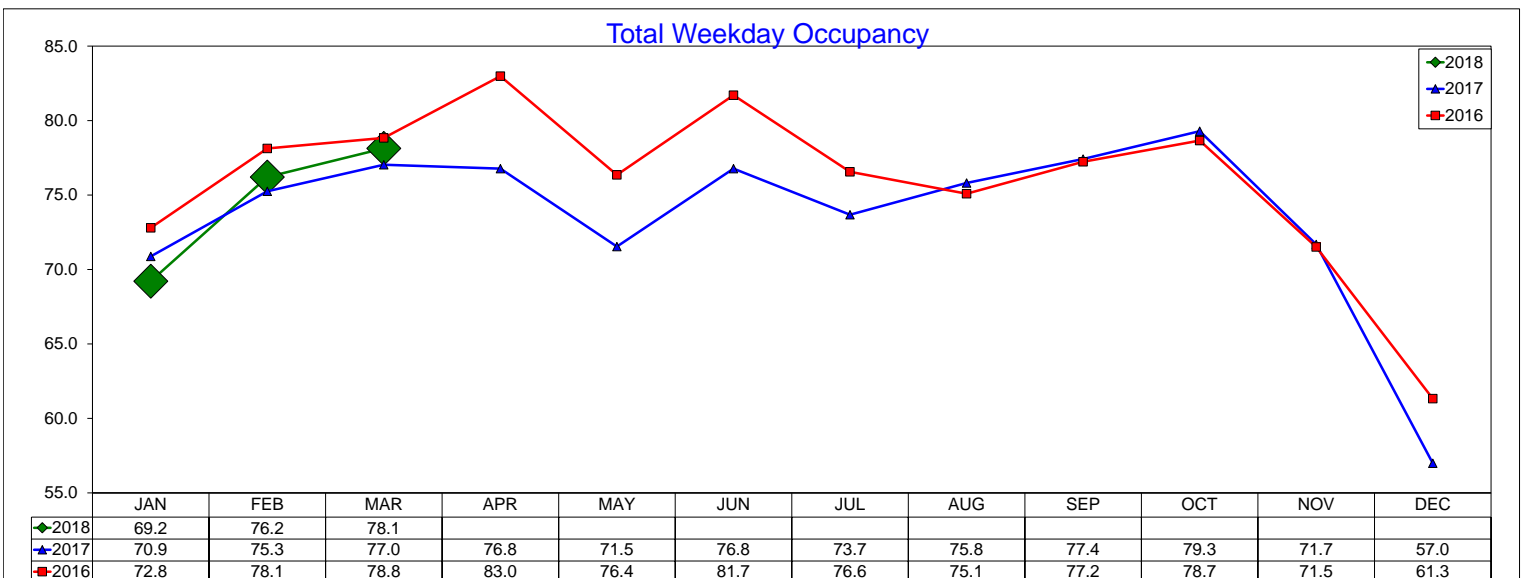
### Transient Weekday Occupancy



### Group Weekday Occupancy



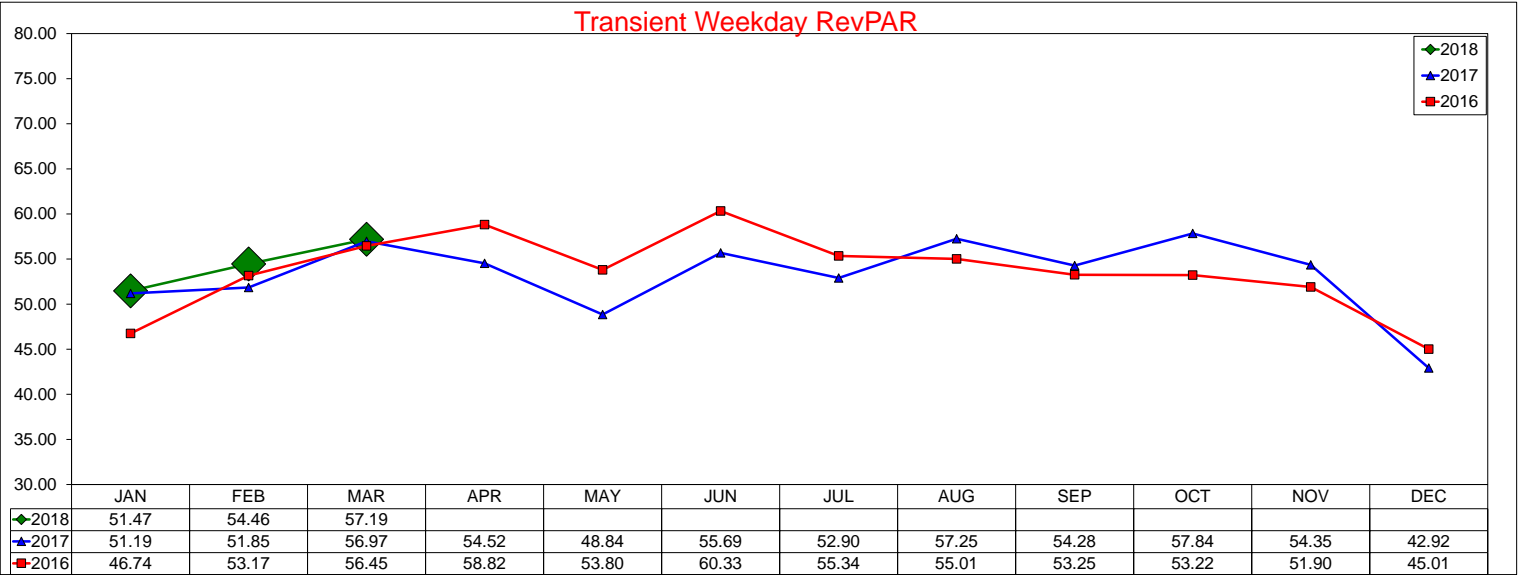
### Total Weekday Occupancy



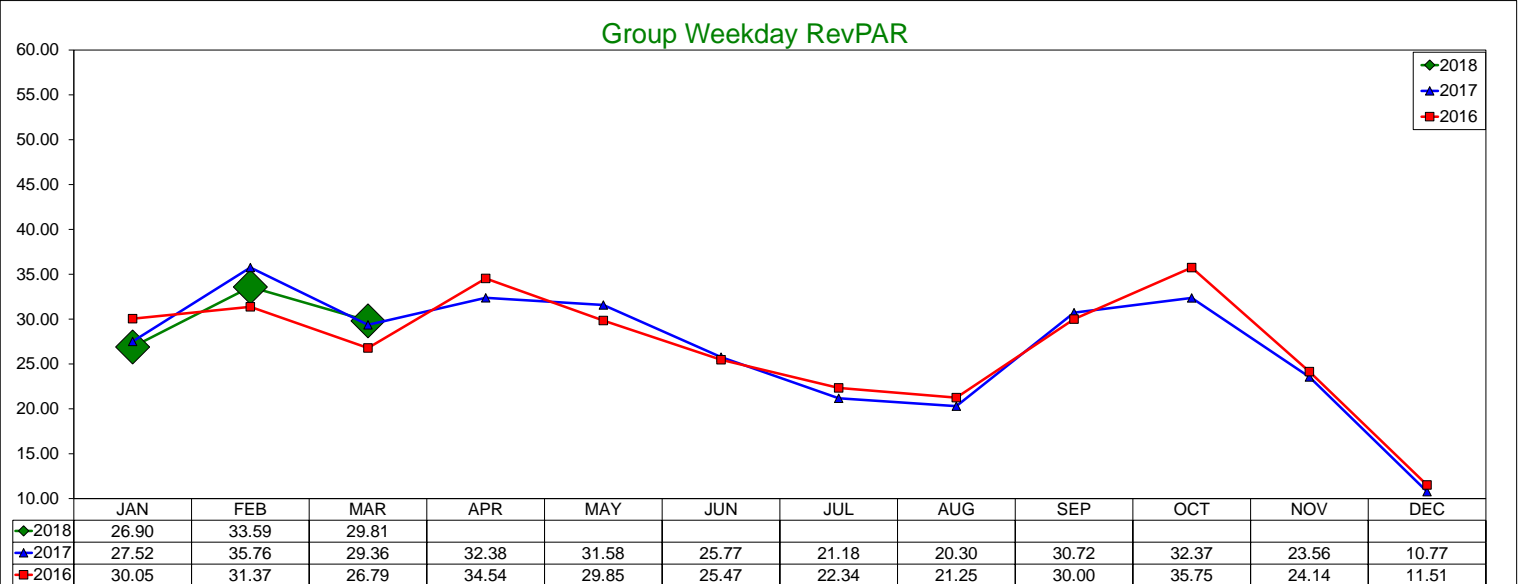
# Three Year Comparison - Weekday - RevPAR

March 2018

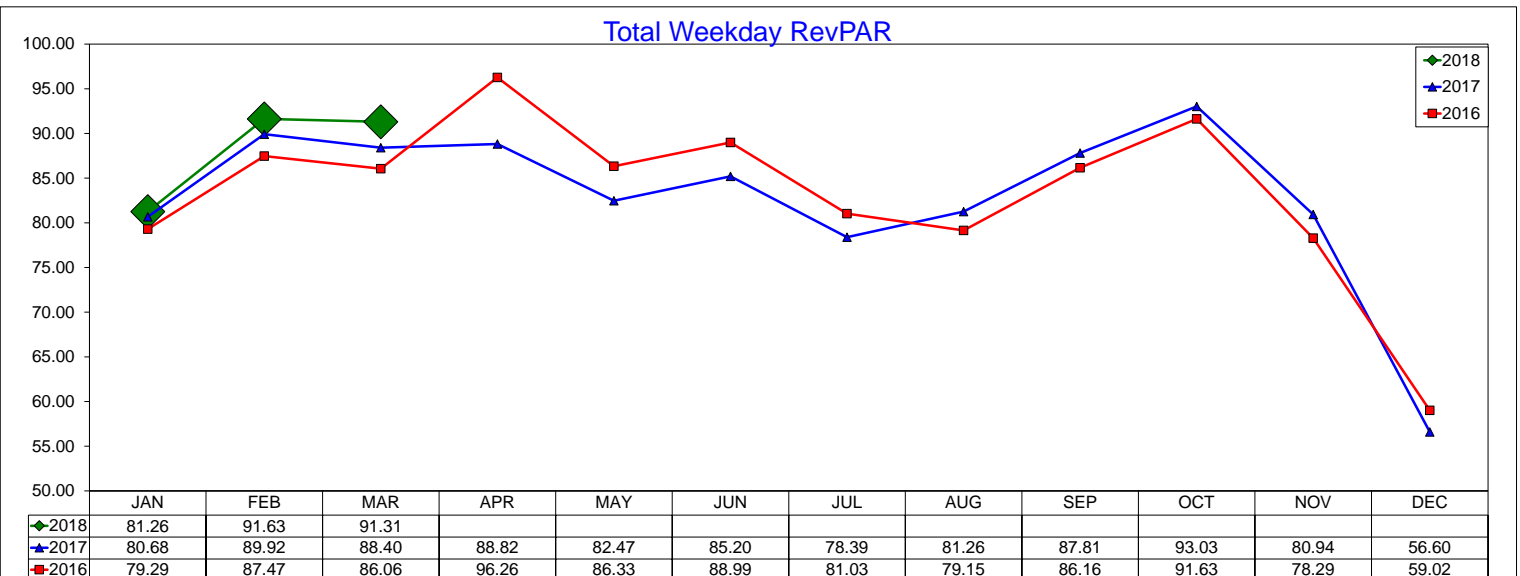
### Transient Weekday RevPAR



### Group Weekday RevPAR

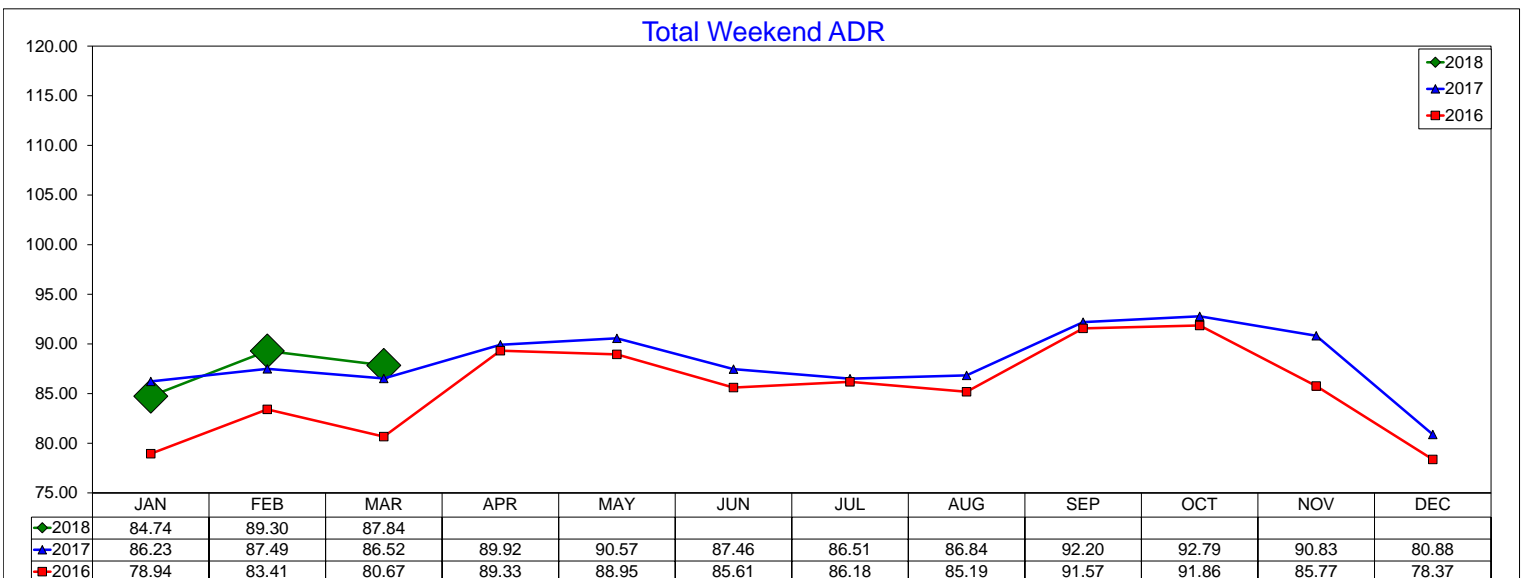
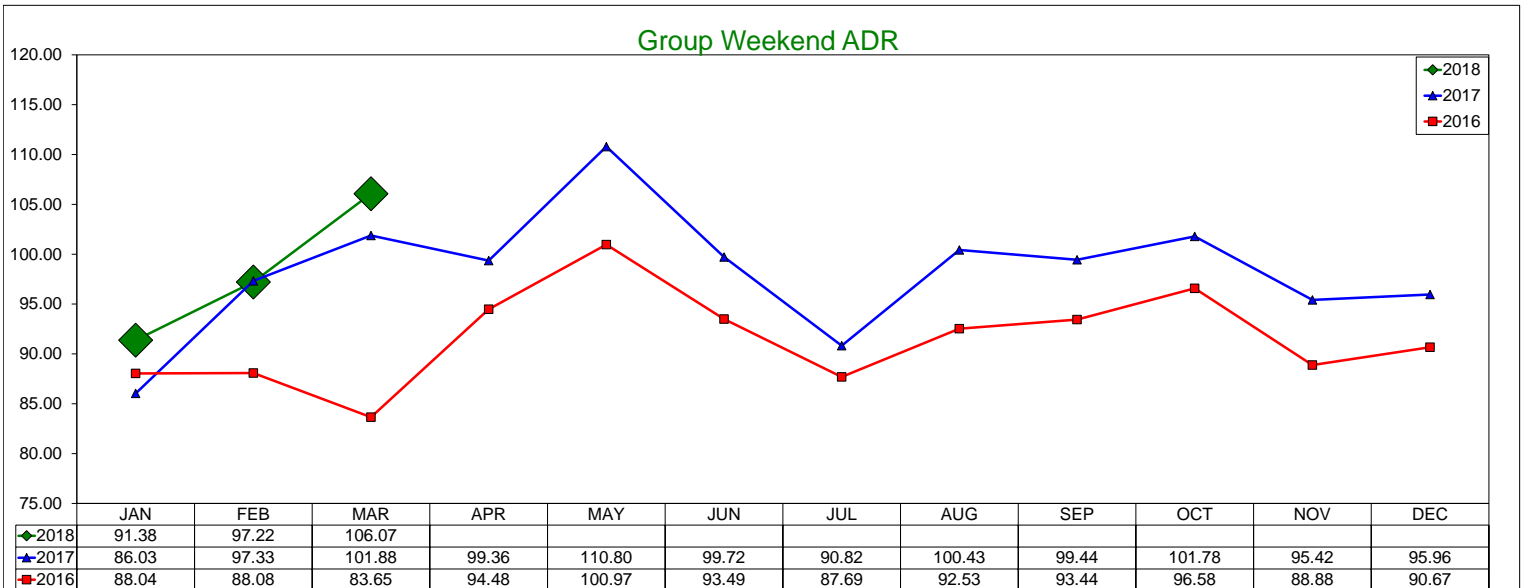
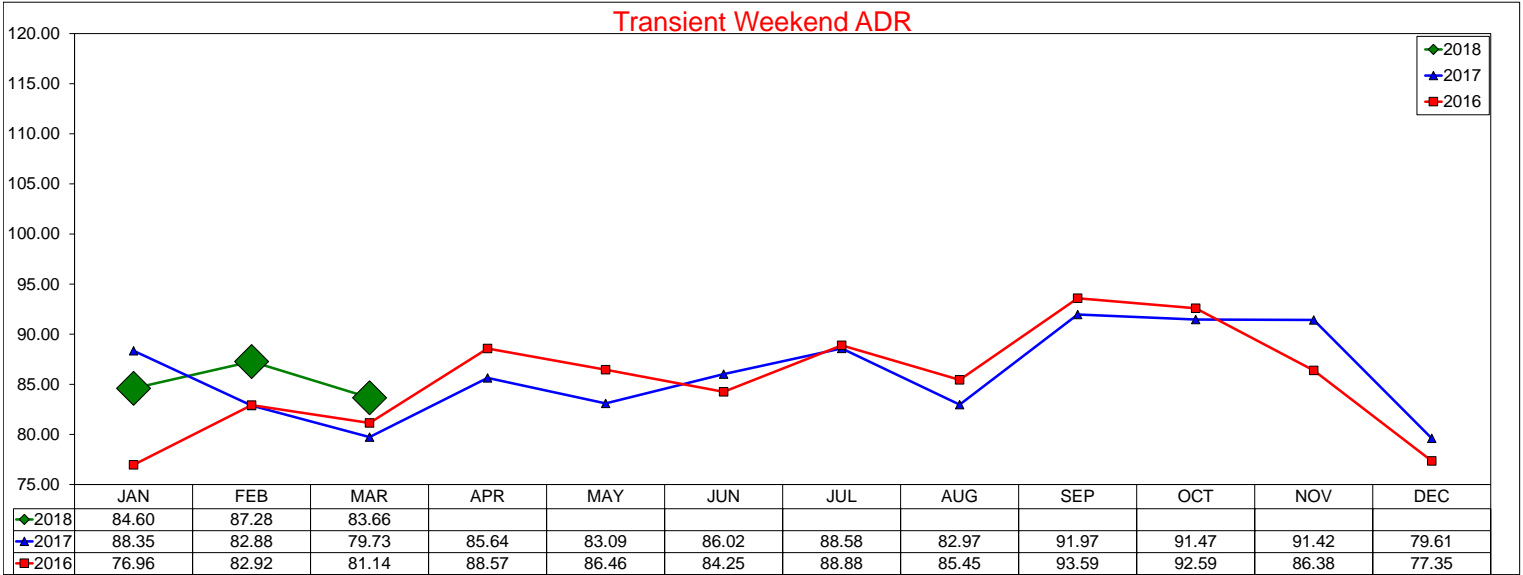


### Total Weekday RevPAR



# Three Year Comparison - Weekend - ADR

## March 2018

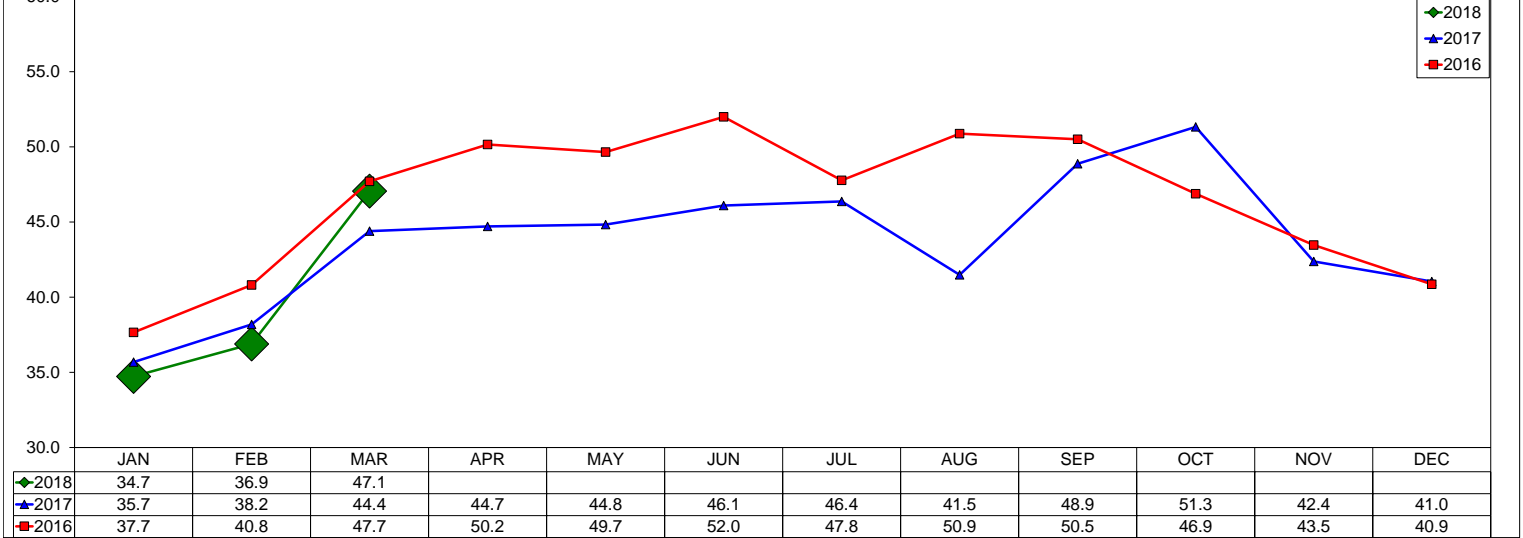




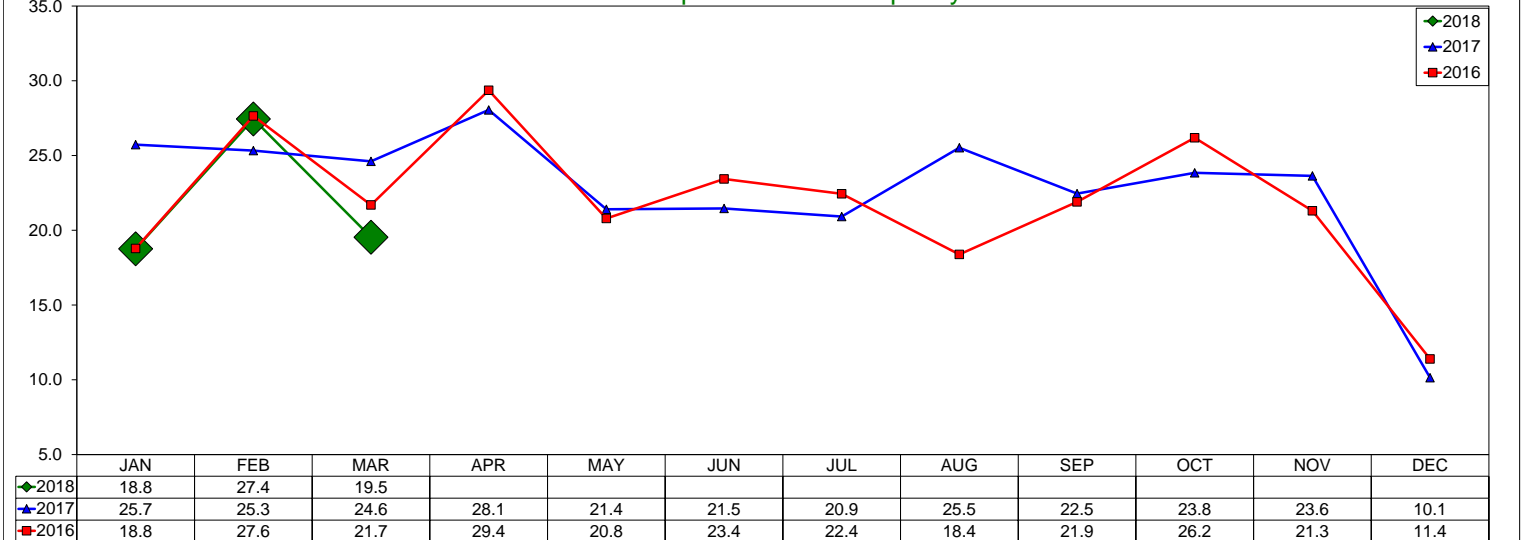
# Three Year Comparison - Weekend - Occupancy

March 2018

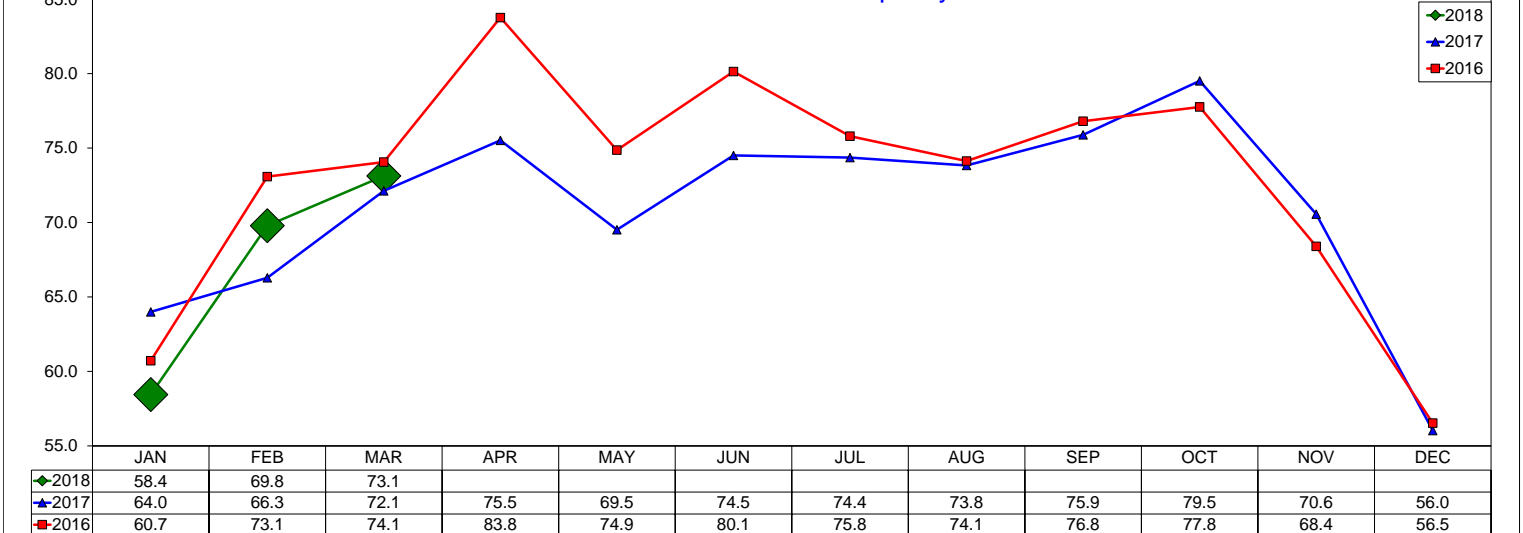
### Transient Weekend Occupancy



### Group Weekend Occupancy



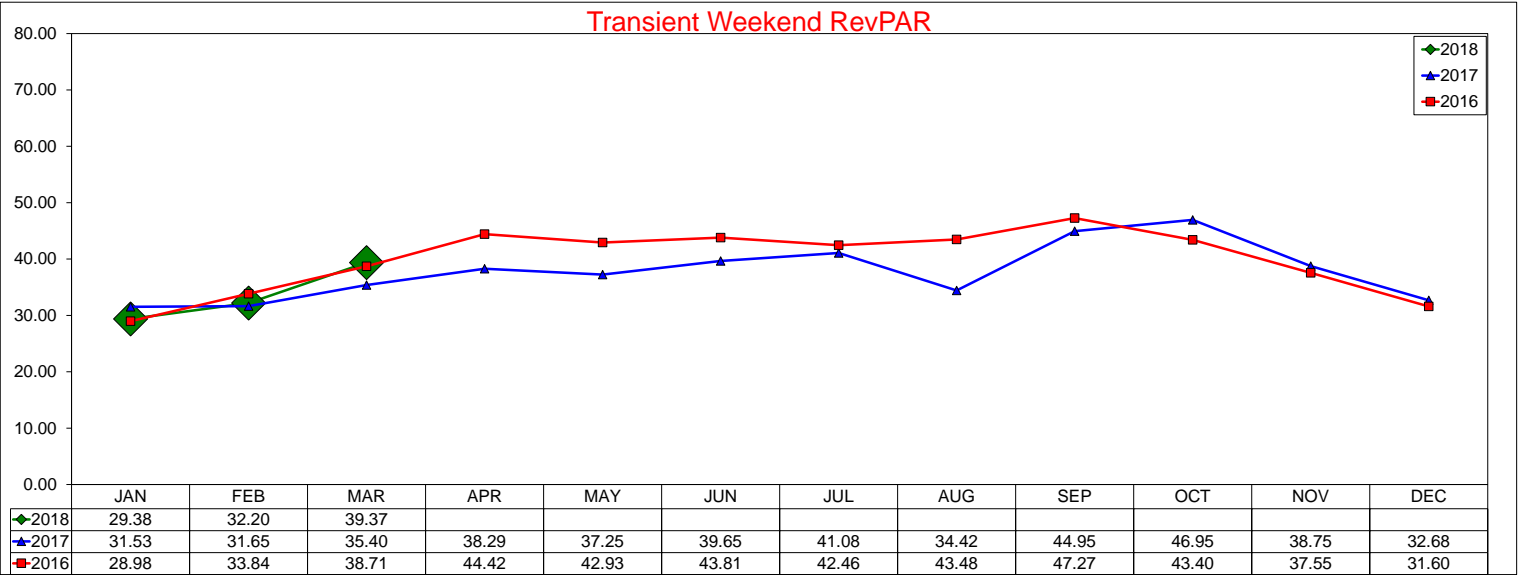
### Total Weekend Occupancy



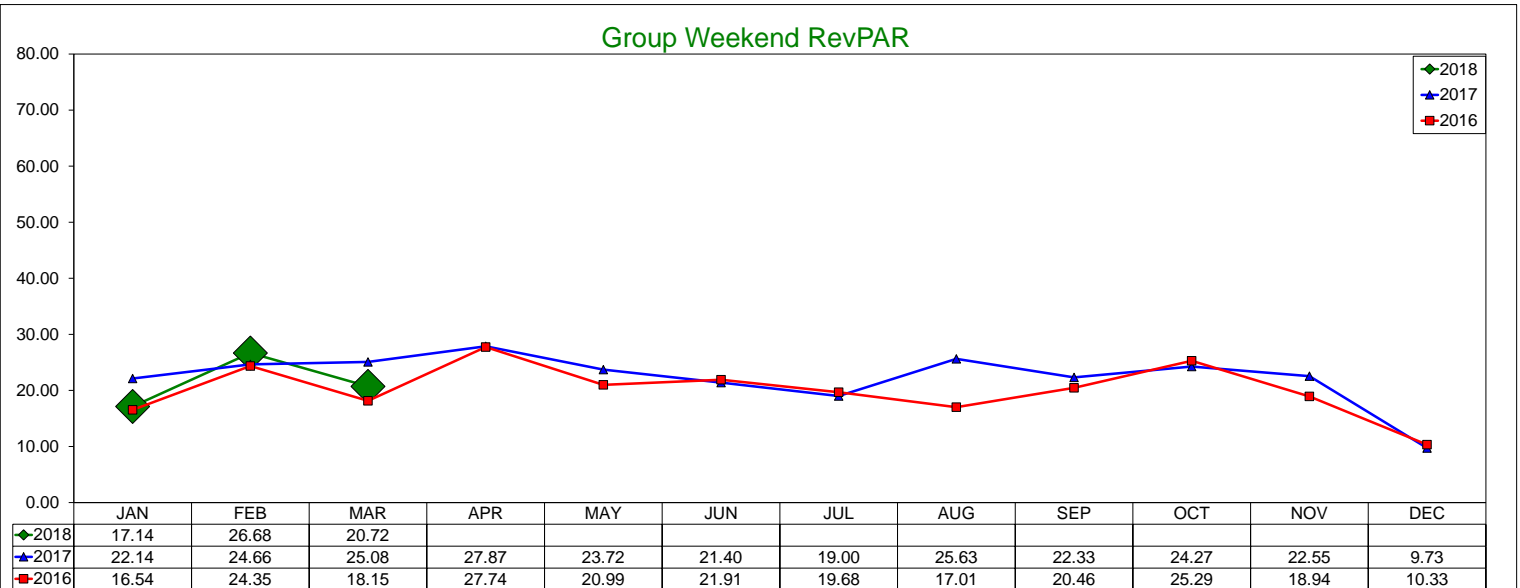
# Three Year Comparison - Weekend - RevPAR

March 2018

### Transient Weekend RevPAR



### Group Weekend RevPAR



### Total Weekend RevPAR

