

Maryville Missouri Lodging Competitive Set
SUBJECT FACILITY POTENTIAL ANNUAL AVERAGE EVENTS

Estimated	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%	Average	Total
															Revenue	Revenue
															Per Evnet	
Business	6.0	6.0	6.0	6.0	8.0	8.0	6.0	8.0	8.0	8.0	6.0	6.0	82.0	46%	\$ 150	\$ 12,300
Athletic (Golf)	0.0	0.0	0.0	1.0	2.0	4.0	4.0	5.0	5.0	4.0	0.0	0.0	25.0	14%	\$ 4,000	\$ 100,000
Community	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	12.0	7%	\$ 2,000	\$ 24,000
Banquet	1.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	21.0	12%	\$ 3,500	\$ 73,500
Social	0.0	0.0	1.5	1.5	2.0	2.0	1.5	1.0	1.0	1.0	2.0	2.0	15.5	9%	\$ 4,500	\$ 69,750
Reception	0.0	1.0	1.0	2.0	3.0	3.0	2.0	3.0	3.0	4.0	0.0	1.0	23.0	13%	\$ 7,500	\$ 172,500
Total	8.0	9.0	11.5	13.5	18.0	20.0	16.5	20.0	20.0	20.0	10.0	12.0	178.5	100%	\$ 2,532	\$ 452,050
Mon-Thu	Weekday	4	5	6	7	10	11	9	11	11	5	7	97	54.5%		
Fri-Sun	Weekend	4	4	5	6	8	9	7	9	9	4	5	79	44.4%		