

**Maryville Missouri Lodging Competitive Set**  
**MARYVILLE COMMUNITY CENTER EVENTS TREND ANALYSIS**

5 Year Trend		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%
	Business	17	16	6	10	11	11	4	12	12	8	7	9	123	33%
	Athletic	6	0	0	0	0	0	1	1	1	1	2	1	13	3%
	Community	2	2	4	8	4	2	0	2	5	4	3	2	38	10%
	Social	14	17	16	24	20	11	16	14	16	1	6	8	163	43%
	Reception	2	4	5	3	6	7	4	3	0	1	2	2	39	10%
	<b>Total</b>	<b>41</b>	<b>39</b>	<b>31</b>	<b>45</b>	<b>41</b>	<b>31</b>	<b>25</b>	<b>32</b>	<b>34</b>	<b>15</b>	<b>20</b>	<b>22</b>	<b>376</b>	<b>100%</b>
Mon-Thu	Weekday	22	19	20	25	23	22	15	21	22	4	8	4	205	<b>54.5%</b>
Fri-Sun	Weekend	20	20	11	20	17	9	10	8	11	10	12	19	167	<b>44.4%</b>

**Maryville Missouri Lodging Competitive Set**  
**MARYVILLE COMMUNITY CENTER EVENTS ANNUAL AVERAGE EVENTS**

Average		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%
	Business	2.8	2.7	1.0	1.7	1.8	1.8	0.7	2.0	2.0	1.3	1.2	1.5	20.5	33%
	Athletic	1.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.3	0.2	2.2	3%
	Community	0.3	0.3	0.7	1.3	0.7	0.3	0.0	0.3	0.8	0.7	0.5	0.3	6.3	10%
	Social	2.3	2.8	2.7	4.0	3.3	1.8	2.7	2.3	2.7	0.2	1.0	1.3	27.2	43%
	Reception	0.3	0.7	0.8	0.5	1.0	1.2	0.7	0.5	0.0	0.2	0.3	0.3	6.5	10%
	<b>Total</b>	<b>6.8</b>	<b>6.5</b>	<b>5.2</b>	<b>7.5</b>	<b>6.8</b>	<b>5.2</b>	<b>4.2</b>	<b>5.3</b>	<b>5.7</b>	<b>2.5</b>	<b>3.3</b>	<b>3.7</b>	<b>62.7</b>	<b>100%</b>
Mon-Thu	Weekday	4	3	3	4	4	4	3	4	4	1	1	1	34	<b>54.5%</b>
Fri-Sun	Weekend	3	3	2	3	3	2	2	1	2	2	2	3	28	<b>44.4%</b>