

Subject Market
SUBJECT HOTELS
MARKET PENETRATION AND PROJECT OCCUPANCY

	2014	Year 1 2015	Year 2 2016	Year 3 2017	Year 4 2018	Year 5 2019	2020	2021
SUBJECT PROPERTY- COMBINED AVAILABLE ROOMS	-	70	70	70	70	70	70	70
SUBJECT PROPERTY- ANNUAL ROOMS AVAILABLE	-	25,550	25,550	25,550	25,550	25,550	25,550	25,550
MARKET - ANNUAL ROOMS AVAILABLE	67,160	92,710	92,710	92,710	92,710	92,710	92,710	92,710
FAIR MARKET SHARE OF SUPPLY	0.00%	27.56%	27.56%	27.56%	27.56%	27.56%	27.56%	27.56%
MARKET OCCUPANCY	69.8%	53.9%	57.7%	61.6%	64.8%	68.0%	70.6%	72.4%
MARKET PENETRATION								
Transient & Commercial	100%	120%	120%	115%	110%	100%	100%	100%
Leisure	100%	125%	125%	125%	125%	120%	120%	120%
Group	30%	70%	75%	80%	80%	80%	80%	80%
Induced	0%	150%	110%	120%	130%	140%	140%	140%
ROOM NIGHTS CAPTURED								
Transient & Commercial	0	7,421	7,718	7,692	7,652	7,234	7,451	7,600
Leisure	0	5,198	5,874	6,555	7,212	7,475	7,938	8,266
Group	0	2,269	2,528	2,804	2,889	2,975	3,065	3,126
Induced	0	1,050	990	1,320	1,040	980	700	560
TOTAL	0	15,938	17,110	18,371	18,793	18,664	19,154	19,552
MARKET SHARE CAPTURED	0.0%	31.9%	32.0%	32.2%	31.3%	29.6%	29.3%	29.1%
OVERALL MARKET PENETRATION		115.7%	116.0%	116.7%	113.5%	107.4%	106%	106%
SUBJECT OCCUPANCY		62.4%	67.0%	71.9%	73.6%	73.0%	75%	77%
MARKET MIX								
Transient & Commercial		47%	45%	42%	41%	39%	39%	39%
Leisure		33%	34%	36%	38%	40%	41%	42%
Group		14%	15%	15%	15%	16%	16%	16%
Induced		7%	6%	7%	6%	5%	4%	3%
TOTAL		100%	100%	100%	100%	100%	100%	100%