

Maryville Missouri Lodging Competitive Set
HISTORICAL GROWTH IN ROOMS SUPPLY AND DEMAND
2007 - 2013

	ROOMS AVAILABLE	ROOMS AVAILABLE PERCENT CHANGE	ROOMS OCCUPIED	ROOMS OCCUPIED PERCENT CHANGE	ADR	PERCENT CHANGE	REVPAR	PERCENT CHANGE	REGIONAL ROOM REVENUE
2007	67,160		44,930	66.9%	\$61.12		\$ 40.89		\$ 2,745,950
2008	67,160	0.0%	44,624	66.4%	\$66.16	8.2%	\$ 43.96	7.5%	\$ 2,952,323
2009	67,160	0.0%	42,128	62.7%	\$68.64	3.7%	\$ 43.06	-2.1%	\$ 2,891,779
2010	67,160	0.0%	43,840	65.3%	\$69.38	1.1%	\$ 45.29	5.2%	\$ 3,041,533
2011	67,160	0.0%	47,403	70.6%	\$72.90	5.1%	\$ 51.46	13.6%	\$ 3,455,837
2012	67,160	0.0%	44,768	66.7%	\$75.18	3.1%	\$ 50.11	-2.6%	\$ 3,365,616
YTD March 2013	16,560	0.0%	8,684	64.3%	\$76.16	0.1%	\$ 39.94	-20.7%	\$ 661,351
5 Year CAGR		0.0%		-0.1%		4.2%		4.2%	4.2%

Note: CAGR = Combined Average Annual Growth Rate from 2007 to 2012