

Maryville Missouri Lodging Competitive Set				
ESTIMATED OCCUPANCY, MARKET MIX, PENETRATION RATES AND ADR				
2012 Year-end Market Statistics				
PRIMARY COMPETITION	NUMBER OF ROOMS	ROOMS AVAILABLE	ESTIMATED OCCUPANCY	ROOMS OCCUPIED
Comfort Inn Maryville	50	18,250	68.0%	12,410
Holiday Inn Express & Suites Maryville	59	21,535	70.0%	15,075
Super 8 Maryville	32	11,680	67.0%	7,826
Super 8 Mound City	43	15,695	60.0%	9,417
<b>TOTAL PRIMARY</b>	<b>184</b>	<b>67,160</b>	<b>66.6%</b>	<b>44,727</b>

MARKET PENETRATION				
PRIMARY COMPETITION	NUMBER OF ROOMS	ROOMS AVAILABLE	FAIR MARKET SHARE	OVERALL PENETRATION RATE
Comfort Inn Maryville	50	18,250	27.2%	102.1%
Holiday Inn Express & Suites Maryville	59	21,535	32.1%	105.1%
Super 8 Maryville	32	11,680	17.4%	100.6%
Super 8 Mound City	43	15,695	23.4%	90.1%
<b>TOTAL PRIMARY</b>	<b>184</b>	<b>67,160</b>	<b>100.0%</b>	<b>100.0%</b>