STAY
INTEL

LAST WEEK: STAY REVENUE

IN SUMMARY

		REVENUE	OCC %	ADR
+	TOTAL	$94,691		
+	ATLANTA	$7,670	81%	$123
+	AUSTIN	$3,168	66%	$264
+	CLEVELAND	$9,299	54%	$103
+	DALLAS	$5,364	92%	$134
+	DENVER	$6,439	82%	$126
+	MEMPHIS	$11,631	81%	$168
+	PORTLAND	$4,272	80%	$164
+	SAN DIEGO	$14,068	81%	$275
+	ST LOUIS	$13,303	78%	$116
+	WASHINGTON	$16,810	87%	$250

LAST WEEK: STAY REVENUE YOY

IN CONTEXT: YOY

		REVENUE	ADR
+	TOTAL	$94,691/$126,262	
+	ATLANTA	$7,670/$5,003	$123/$128
+	AUSTIN	$3,168/$14,048	$264/$374
+	CLEVELAND	$9,299/$6,376	$103/$116
+	DALLAS	$5,364/$8,367	$134/$177
+	DENVER	$6,439/$2,492	$126/$90
+	MEMPHIS	$11,631/$15,327	$168/$142
+	PORTLAND	$4,272/N/A	$164/N/A
+	SAN DIEGO	$14,068/$28,541	$275/$327
+	ST LOUIS	$13,303/$10,278	$116/$102
+	WASHINGTON	$16,810/$16,947	$250/$243

LAST WEEK BOOKING REVENUE YOY

IN CONTEXT: YOY

		BOOKINGS REVENUE	ADR
+	TOTAL	$119,018/$134,973	$187/$190
+	ATLANTA	$3,300/$5,959	$121/$119
+	AUSTIN	$N/A/$10,170	$N/A/$362
+	CLEVELAND	$14,467/$7,892	$122/$128
+	DALLAS	$4,276/$6,630	$148/$166
+	DENVER	$4,097/$4,491	$113/$104
+	MEMPHIS	$4,750/$6,703	$187/$159
+	PORTLAND	$973/N/A	$185/N/A
+	SAN DIEGO	$8,865/$20,371	$402/$328
+	ST LOUIS	$2,811/$15,193	$151/$109
+	WASHINGTON	$15,825/$19,074	$277/$205

STAY INTEL

STAY REVENUE ATLANTA

REVENUE
+ $58,653

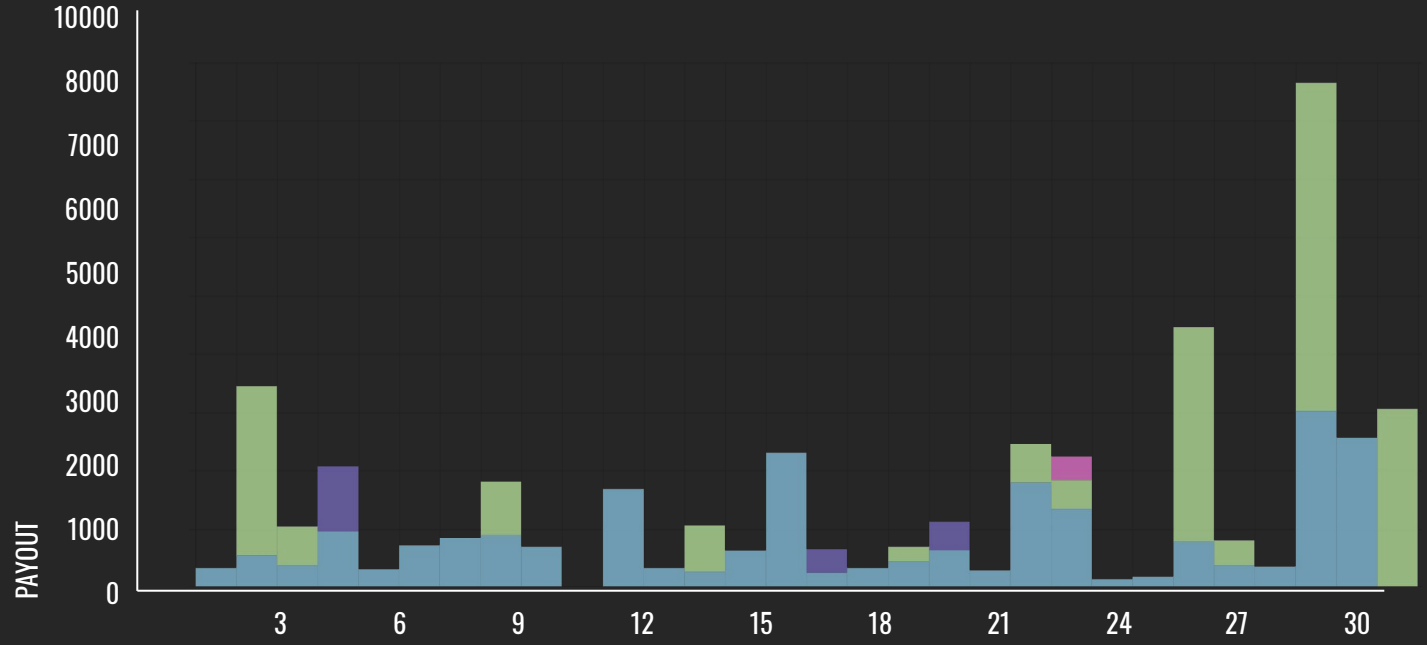
RPU
+ $5,332

ADR
+ $138

STAYS
+ 92

SPU
+ 8.3

PAYOUT V CHECKIN - MARCH



STAY REVENUE AUSTIN

REVENUE
+ $21,009

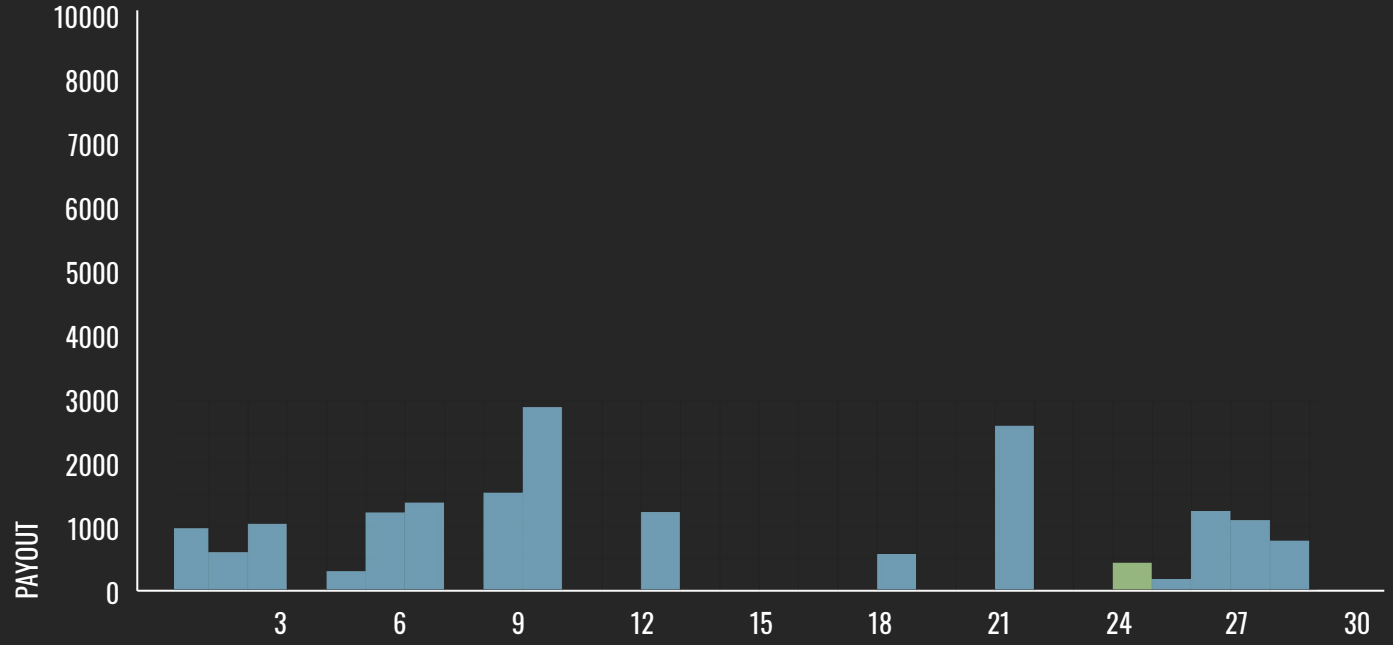
RPU
+ $7,003

ADR
+ $288

STAYS
+ 20

SPU
+ 6.67

PAYOUT V CHECKIN - MARCH



STAY REVENUE CLEVELAND

REVENUE
+ $53,994

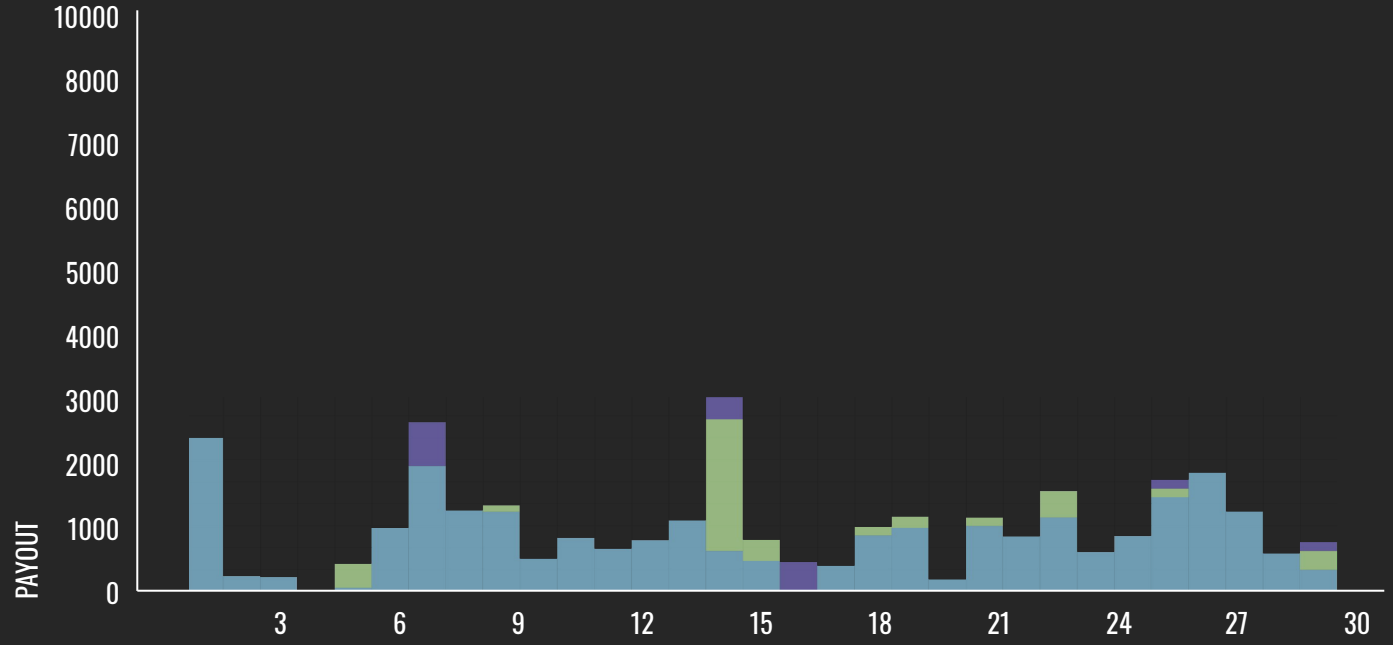
RPU
+ $2,709

ADR
+ $104

STAYS
+ 145

SPU
+ 5.80

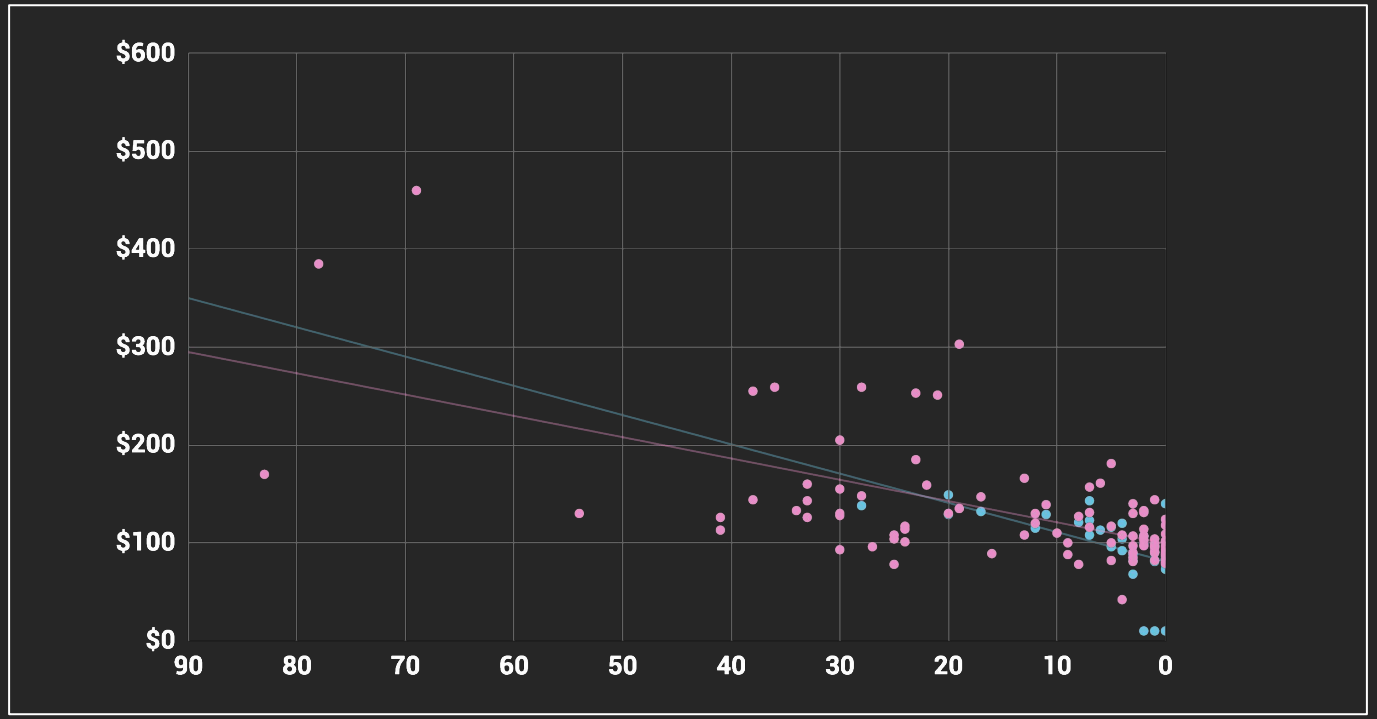
PAYOUT V CHECKIN - MARCH



ADR TREND: ATLANTA

REVENUE
- \+ $58,653
- \+ $19,702

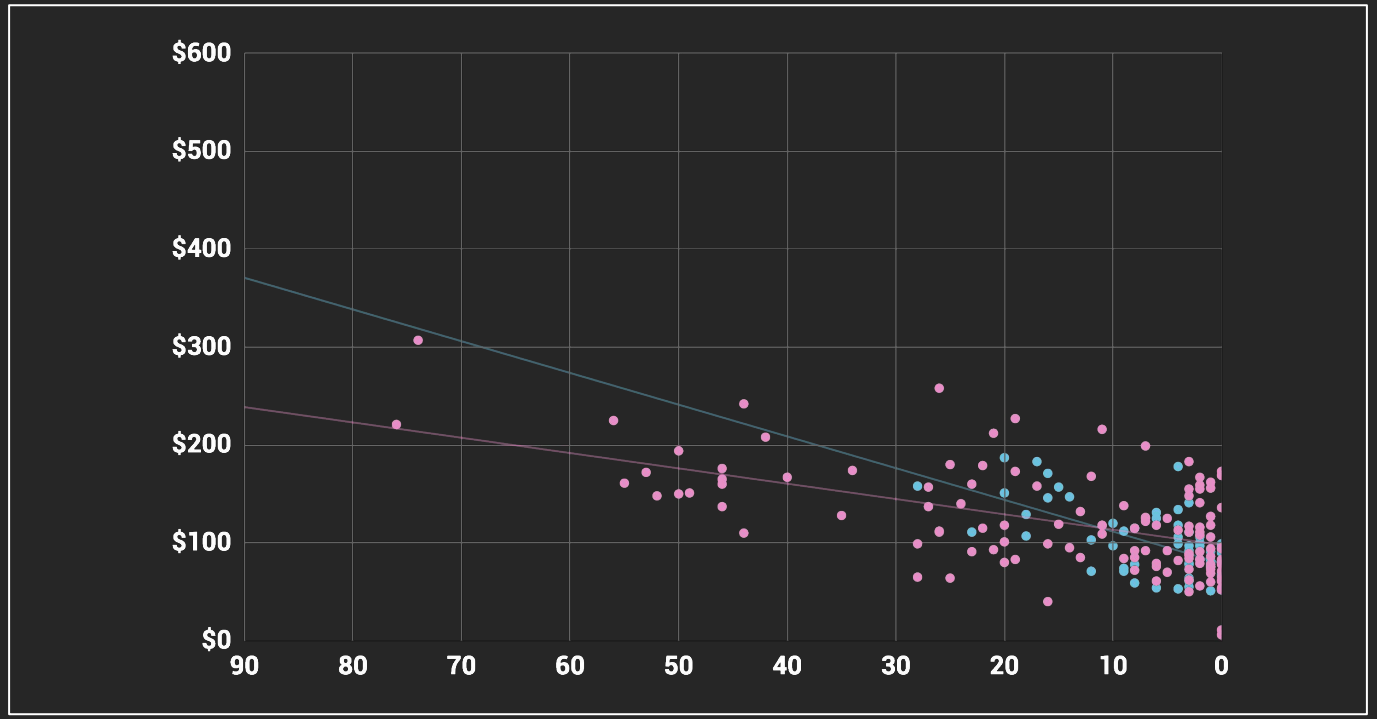
ADR
- \+ $136
- \+ $382



ADR TREND: ST LOUIS

REVENUE
- \+ $55,955
- \+ $32,688

ADR
- \+ $118
- \+ $104

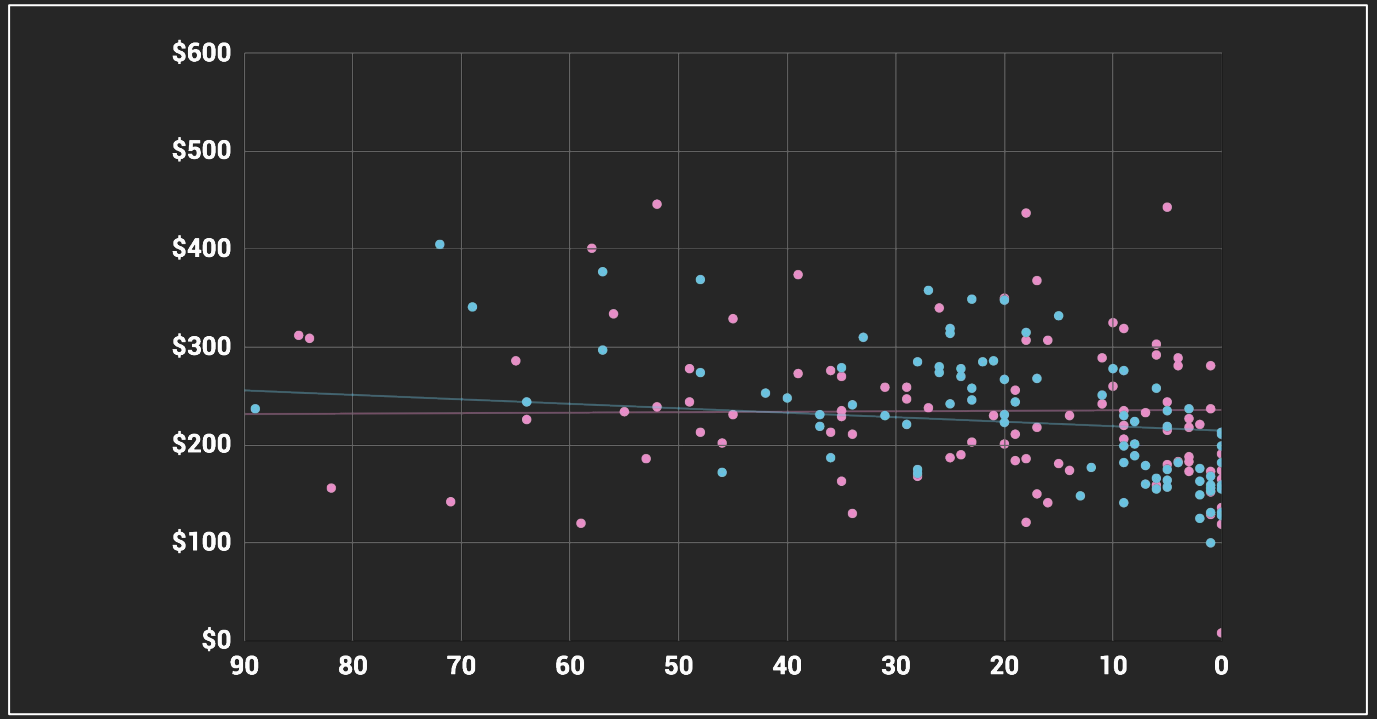


ADR TREND: WASHINGTON

REVENUE
- \+ $75,307
- \+ $66,750

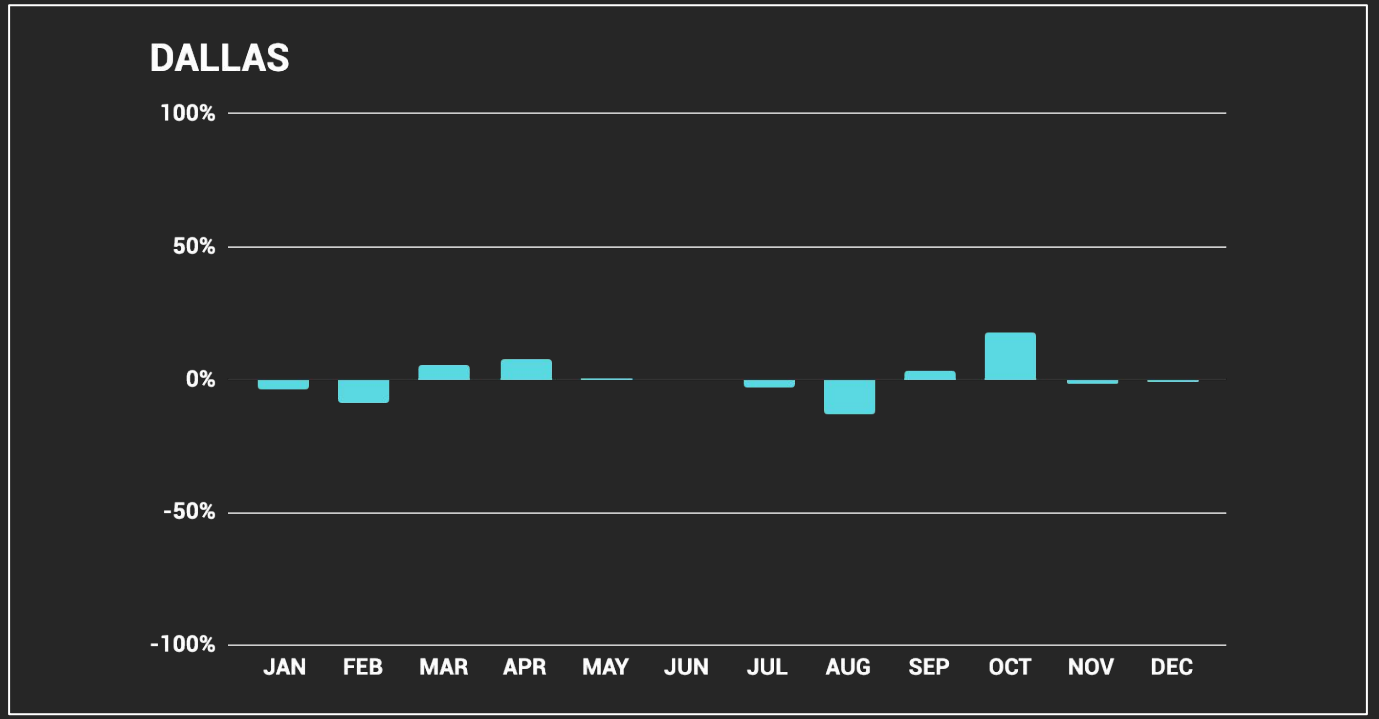
ADR
- \+ $247
- \+ $202

ABW V. ADR - MARCH STAYS



APRIL LOOKAHEAD
DALLAS

REVPAR AVERAGES

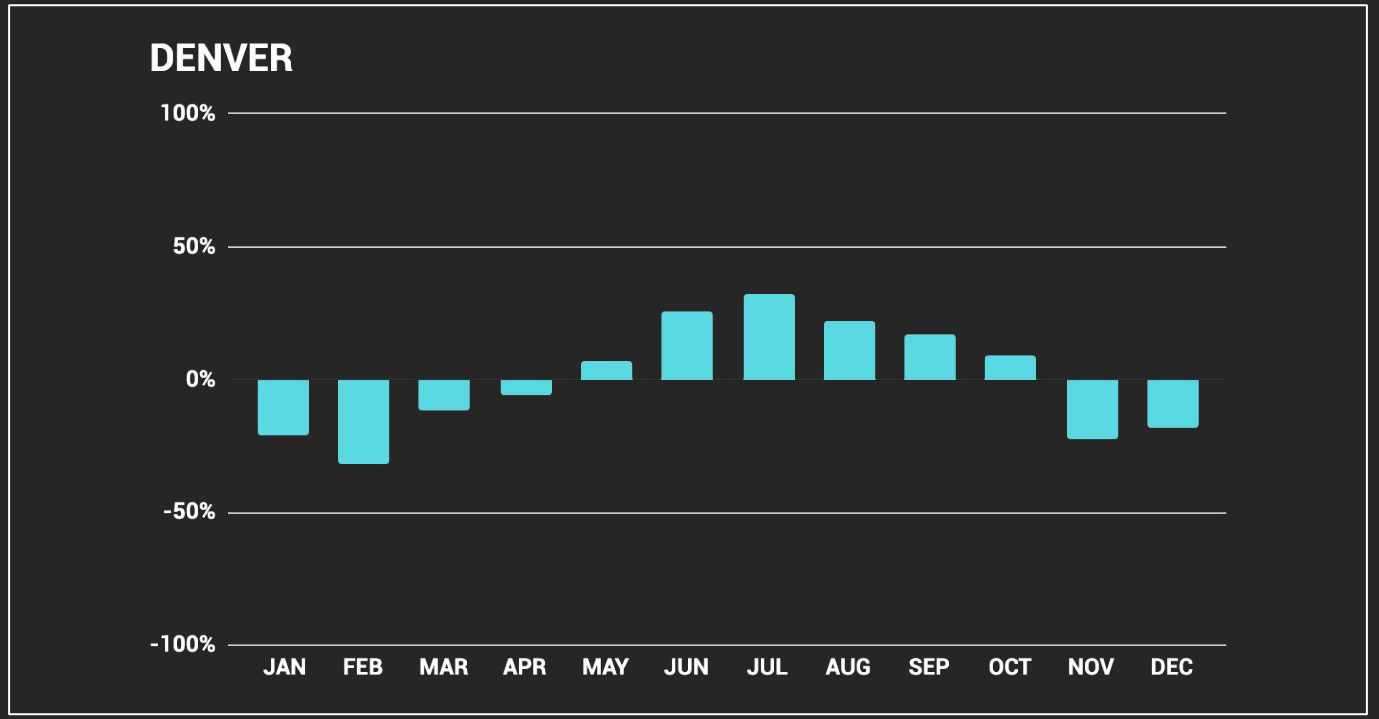


APRIL LOOKAHEAD
DALLAS

	2019	TODAY 2018	END APRIL 2018
BOOKINGS	25	24	131
REVENUE	$13,819	$14,592	$47,429
ADR	$159	$190	$176
ABW	34	28	16

APRIL LOOKAHEAD
DENVER

REVPAR AVERAGES

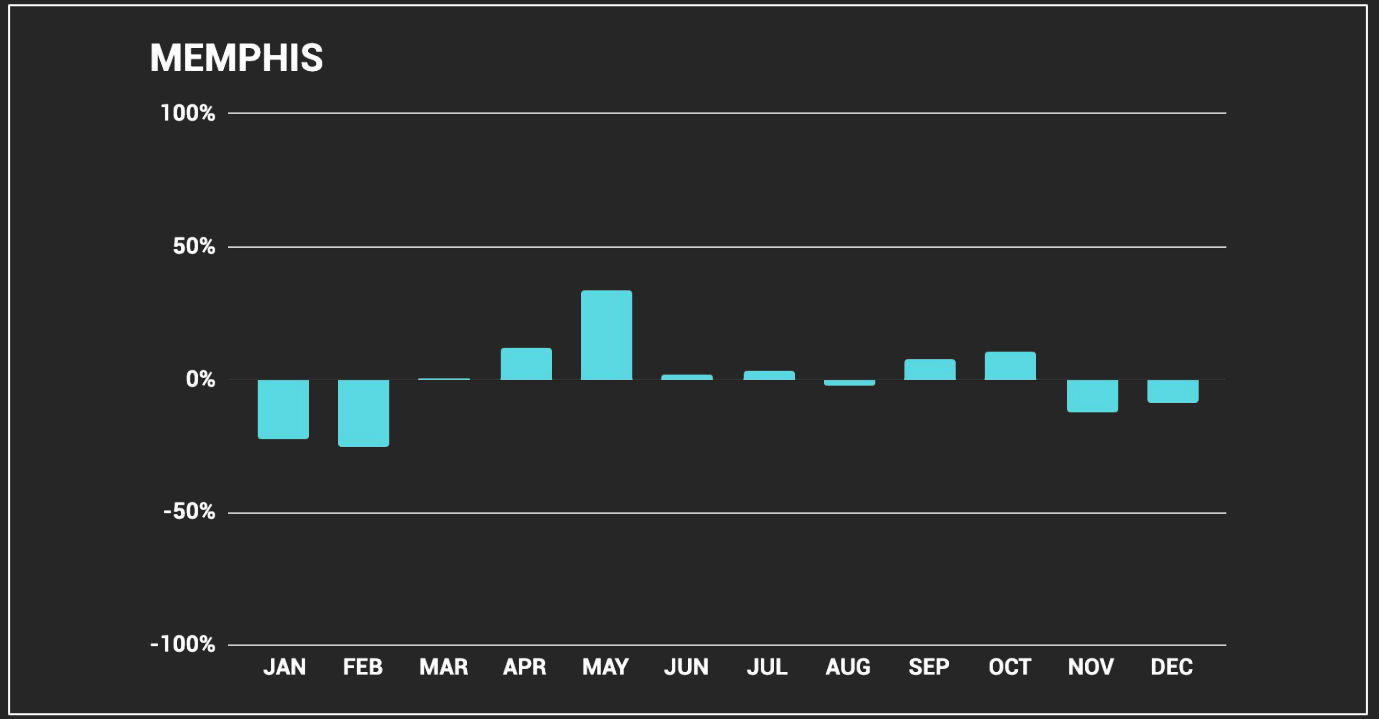


APRIL LOOKAHEAD
DENVER

	2019	TODAY 2018	END APRIL 2018
BOOKINGS	32	47	116
REVENUE	$19,030	$22,202	$27,633
ADR	$133	$107	$122
ABW	26	25	32

APRIL LOOKAHEAD
MEMPHIS

REVPAR AVERAGES



APRIL LOOKAHEAD
MEMPHIS

	2019	TODAY 2018	END APRIL 2018
BOOKINGS	40	67	196
REVENUE	$26,043	$35,071	$56,653
ADR	$171	$173	$163
ABW	41	35	40

STAY INTEL

TENTPOLE ANALYSIS

ADR
- \+ $112 CMP
- \+ $129 SBJ

RATES
- \+ $70 BASE
- \+ $65 MIN

COMPS
- \+ $117 BKD
- \+ $73 UBKD

HOW TO READ THIS

WEEKDAY: **WHITE** WEEKEND: **BLUE**

ADR	MAY			
$112	9	10	11	12
$129	128	160	152	77
$120	110	130	130	110
$100	106	106	106	80
$160	150	200	200	89
$67	67	68	68	65

COMMENCEMENT **DATE**

STAY INTEL

TENTPOLE ANALYSIS

ADR
- \+ $112 CMP
- \+ $129 SBJ

RATES
- \+ $70 BASE
- \+ $65 MIN

COMPS
- \+ $117 BKD
- \+ $73 UBKD

HOW TO READ THIS

WEEKDAY: WHITE WEEKEND: BLUE

ADR	MAY			
$112	9	10	11	12
$129	128	160	152	77
$120	110	130	130	110
~~$100~~	106	106	106	80
$160	150	200	200	89
~~$67~~	~~67~~	~~68~~	~~68~~	65

BOOKED

UNBOOKED

COMMENCEMENT DATE

STAY INTEL

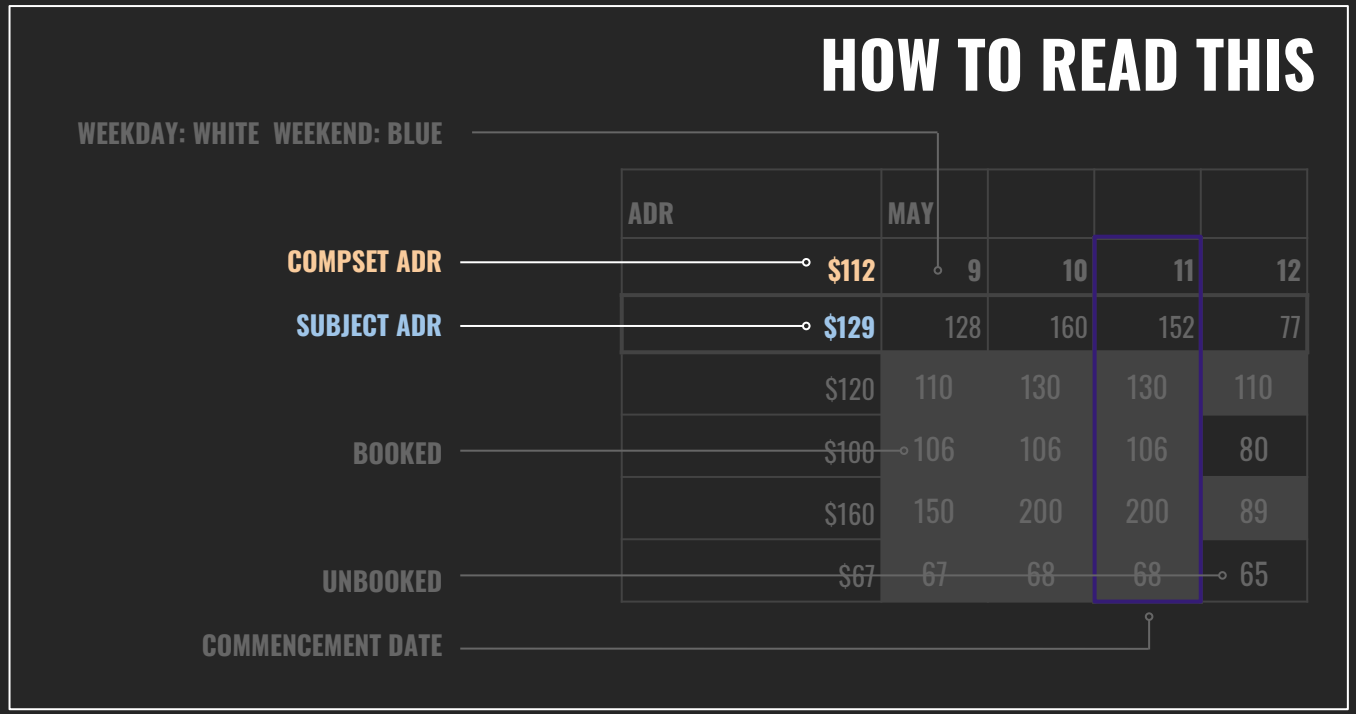
TENTPOLE ANALYSIS

ADR
- \+ $112 CMP
- \+ $129 SBJ

RATES
- \+ $70 BASE
- \+ $65 MIN

COMPS
- \+ $117 BKD
- \+ $73 UBKD

HOW TO READ THIS



TENTPOLE ANALYSIS

ADR
- $112 CMP
- $129 SBJ

RATES
- $70 BASE
- $65 MIN

COMPS
- $117 BKD
- $73 UBKD

HOW TO READ THIS

The Subject represents a single listing and its comps.

We can use a single listing to measure a market because listings share comp sets and rate schedules.

Further details can be found in stayintel by clicking:
- The Listing Name
- Comparable List
- Analytics Tab
- Daily View
- Adjust Dates

ADR	MAY			
$112	9	10	11	12
$129	128	160	152	77
$120	110	130	130	110
$100	106	106	106	80
$160	150	200	200	89
$67	67	68	68	65

STAY INTEL

TENTPOLE ANALYSIS

ADR

- \+ $112 — COMPSET ADR
- \+ $129 — SUBJECT ADR

RATES

- \+ $70 BASE
- \+ $65 MIN

COMPS

- \+ $117 BKD
- \+ $73 UBKD

HOW TO READ THIS

ADR	MAY			
$112	**9**	**10**	**11**	**12**
$129	128	160	152	77
$120	110	130	130	110
$100	106	106	106	80
$160	150	200	200	89
$67	67	68	68	65

STAY INTEL

TENTPOLE ANALYSIS

ADR

+ $112 — COMPSET ADR
+ $129 — SUBJECT ADR

RATES

+ $70 BASE — SUBJECT BASE RATE
+ $65 MIN — SUBJECT MINIMUM

COMPS

+ $117 BKD
+ $73 UBKD

HOW TO READ THIS

ADR	MAY			
$112	**9**	**10**	**11**	**12**
$129	128	160	152	77
$120	110	130	130	110
$100	106	106	106	80
$160	150	200	200	89
$67	67	68	68	65

STAY INTEL

TENTPOLE ANALYSIS

ADR

+ $112 — COMPSET ADR
+ $129 — SUBJECT ADR

RATES

+ $70 BASE — SUBJECT BASE RATE
+ $65 MIN — SUBJECT MINIMUM

COMPS

+ $117 BKD — BOOKED COMP ADR
+ $73 UBKD — UNBOOKED COMP ADR

HOW TO READ THIS

ADR	MAY			
$112	**9**	**10**	**11**	**12**
$129	128	160	152	77
$120	110	130	130	110
$100	106	106	106	80
$160	150	200	200	89
$67	67	68	68	65

STAY INTEL

MINNEAPOLIS

ADR
- \+ $79
- \+ $113

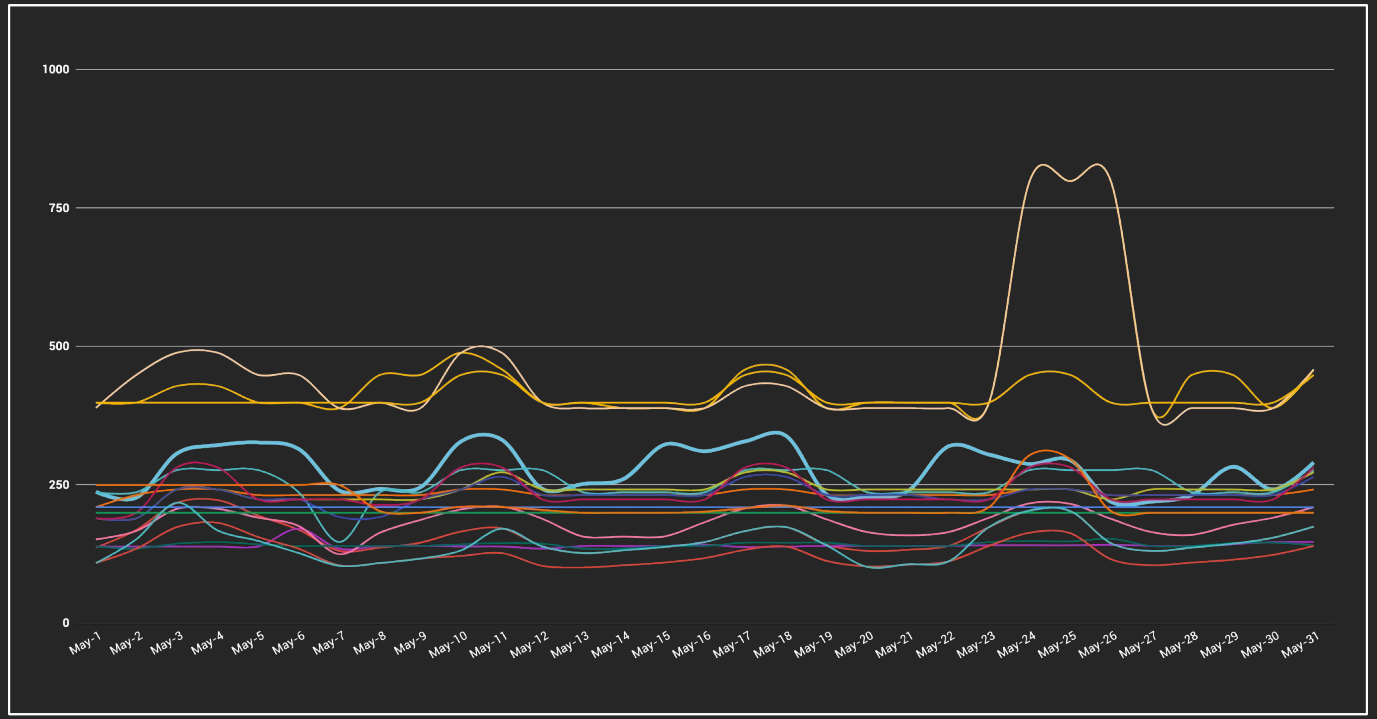
RATES
- \+ $85 BASE
- \+ $70 MIN

COMPS
- \+ $74 ABK
- \+ $84 UABK

ADR	MAY											
$79	16	17	18	19	20	21	22	23	24	25	26	27
$113	99	128	163	133	104	90	88	91	121	131	114	94
$82	79	89	89	79	79	79	79	79	89	89	79	79
$80	80	80	80	80	80	80	80	80	80	80	80	80
$62	56	58	58	57	65	65	65	65	65	65	65	65
$90	75	125	125	125	75	75	75	75	89	89	75	75
$96	75	150	150	150	75	75	75	75	89	89	75	75
$66	67	67	68	66	65	65	65	65	67	67	66	65
$82	75	95	95	75	75	75	75	75	95	95	75	75
$56	56	57	57	56	56	55	55	55	58	57	57	55
$99	99	99	99	99	99	99	99	99	99	106	95	99

MAY PRICING VS COMPS

MAY PRICING V COMPS: LOFT3303



MAY PRICING V COMPS: LOFT3303

	DAY :	May-1	May-2	May-3	May-4	May-5	May-6	May-7	May-8	May-9	May-10	May-11	May-12	May-13	May-14	May-15
$274	LOFT3303	238	227	307	322	327	315	240	243	246	329	332	243	252	261	323
$167	COMP 1	137	169	218	223	195	169	131	137	146	166	172	139	127	132	138
$485	COMP 3	399	399	429	429	399	399	389	449	449	489	459	399	399	389	389
$495	COMP 4	389	449	489	489	449	449	389	399	389	489	489	399	389	389	389
$227	COMP 6	210	232	242	242	232	232	232	232	232	242	242	232	232	232	232
$259	COMP 7	237	237	277	277	277	237	147	237	237	277	277	277	237	237	237
$150	COMP 8	139	139	139	139	139	171	135	140	140	139	139	135	140	140	140
$232	COMP 9	190	190	242	242	224	224	224	224	224	242	273	242	242	242	242
$238	COMP 10	190	190	242	242	224	224	192	192	224	242	265	232	232	232	232
$192	COMP 11	152	167	207	207	191	176	125	164	187	206	211	189	157	157	157
$139	COMP 12	139	135	144	147	143	140	140	140	140	143	145	144	135	135	140
$232	COMP 13	190	200	282	282	224	224	224	214	224	282	282	224	224	224	224
$203	COMP 14	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210
$130	COMP 15	109	135	174	182	156	135	105	109	117	122	127	104	101	105	110
$394	COMP 16	399	399	399	399	399	399	399	399	399	449	449	399	399	399	399
$193	COMP 17	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
$202	COMP 18	250	250	250	250	250	250	250	203	200	211	210	205	200	200	200
$149	COMP 19	109	152	218	168	149	127	104	109	117	132	171	139	127	132	138

MAY PRICING V COMPS: LOFT3303

	DAY :	May -16	May -17	May -18	May -19	May -20	May -21	May -22	May -23	May -24	May -25	May -26	May -27	May -28	May -29	May -30	May -31
$274	LOFT 3303	311	329	339	233	228	239	320	305	288	295	220	220	232	283	242	291
$167	COMP 1	147	167	174	142	131	133	140	174	204	203	145	131	137	144	155	175
$485	COMP 3	389	459	459	389	399	399	399	399	799	799	799	389	449	449	389	459
$495	COMP 4	389	429	429	389	389	389	389	399	799	799	799	389	389	389	389	459
$227	COMP 6	232	242	242	232	232	232	232	232	242	242	232	232	232	232	232	242
$259	COMP 7	237	277	277	277	237	237	237	237	277	277	277	277	237	237	237	277
$150	COMP 8	142	138	139	140	140	140	140	141	141	141	142	140	140	143	147	147
$232	COMP 9	242	273	273	242	242	242	242	242	242	242	224	242	242	242	242	273
$238	COMP 10	232	265	265	232	232	232	224	224	242	242	232	232	232	232	232	265
$192	COMP 11	183	208	213	188	165	159	165	191	217	216	189	165	160	178	191	210
$139	COMP 12	140	146	146	146	140	140	140	147	149	148	153	140	140	145	146	141
$232	COMP 13	224	282	282	224	224	224	224	224	282	282	224	224	224	224	224	282
$203	COMP 14	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210
$130	COMP 15	118	133	139	113	103	106	112	140	164	163	116	105	110	115	124	140
$394	COMP 16	399	449	449	399	399	399	399	399	449	449	399	399	399	399	399	449
$193	COMP 17	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
$202	COMP 18	202	208	213	203	200	200	200	210	304	297	203	200	200	200	200	200
$149	COMP 19	147	167	174	141	102	107	112	174	204	203	145	131	137	144	155	175

MARCH OCC %
ST LOUIS

Still, nearly every unit had revenue wins against their comp set in March.

These are the STL units with occupancy under 85%.

That's good, right?

OCCUPANCY V COMPS

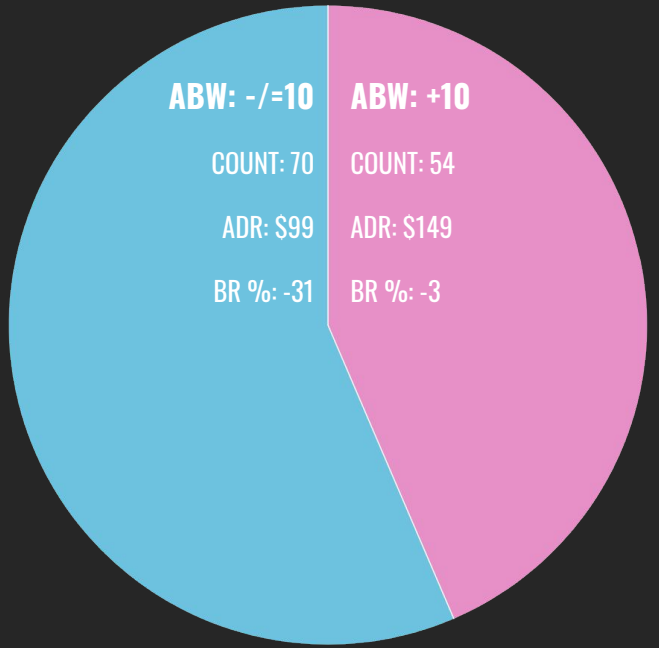
LISTING	%	C-%	ADR	C-ADR Δ	C-ADR Δ	C-REV Δ
AVG	**81%**	**84%**	**$129**	**$28**	**30%**	**$888**
Lofts1	63%	87%	$123	$14	13%	-$101
Lofts 2	67%	80%	$110	$16	18%	$571
Lofts 3	70%	72%	$183	$12	7%	$638
Lofts 4	73%	88%	$107	$34	46%	$732
Lofts 5	77%	87%	$122	$16	15%	$205
Lofts 6	77%	77%	$101	$4	4%	$373
Lofts 7	77%	87%	$150	$44	42%	$977
Lofts 8	77%	86%	$116	$15	15%	$253
Lofts 9	80%	88%	$89	$16	21%	$345
Lofts 10	83%	87%	$177	$72	68%	$1,867
Lofts 11	83%	89%	$85	$7	9%	$101
Lofts 12	83%	80%	$141	$25	22%	$1,208

MARCH OCC %
ST LOUIS

GRAINS OF SALT

+ The majority of reservations came in within the last 10 days of the booking window, pushing the ADR in that period 31% below the base rate.

  This means that we needed ABW discounts *in combination* with other discounts in order to attract bookings.



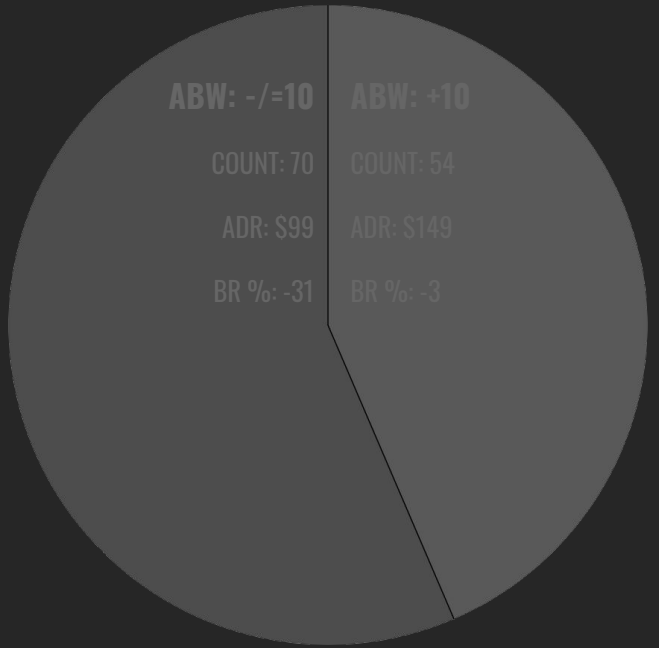
MARCH OCC %
ST LOUIS

GRAINS OF SALT

+ The majority of reservations came in within the last 10 days of the booking window, pushing the ADR in that period 31% below the base rate.

  This means that we needed ABW discounts *in combination* with other discounts in order to attract bookings.

+ We recently adjusted comp sets to have fewer high end properties in St Louis.



MARCH OCC %
ST LOUIS

GRAINS OF SALT

+ Furthermore, certain units are suffering from poor flexibility around Length of Stay controls.

Take a look at Lofts 1

MARCH OCC %
ST LOUIS

A case for more flexible length of stay controls.

LOFTS 1

MARCH	SUN	MON	TUE	WED	THU	FRI	SAT
	76	74	79	84	88	207	285
	98	95	100	81	110	154	164
	95	84	83	136	152	187	122
APRIL	87	85	137	137	149	170	169
	94	95	137	148	166	161	176
	119	102	102	153	179	253	254
	136	82	97	98	116	244	267

The highest ADR of the month was a 2 night weekend stay made months in advance due to an error from the pricing engine.

MARCH OCC %
ST LOUIS

A case for more flexible length of stay controls.

LOFTS 1

MARCH	SUN	MON	TUE	WED	THU	FRI	SAT
	76	74	79	84	88	207	285
	98	95	100	81	110	154	164
	95	84	83	136	152	187	122
APRIL	87	85	137	137	149	170	169
	94	95	137	148	166	161	176
	119	102	102	153	179	253	254
	136	82	97	98	116	244	267

The lowest weekend ADR was a 1 night stay made with an ABW of 2.

MARCH OCC %
ST LOUIS

A case for more flexible length of stay controls.

LOFTS 1

MARCH	SUN	MON	TUE	WED	THU	FRI	SAT
	76	74	79	84	88	207	285
	98	95	100	81	110	154	164
	95	84	83	136	152	187	122
APRIL	87	85	137	137	149	170	169
	94	95	137	148	166	161	176
	119	102	102	153	179	253	254
	136	82	97	98	116	244	267

If this weekend LOS were 2 nights, we could potentially book this home at a higher ADR.

As of today, you cannot book the Friday without also booking the Sunday.

MARCH OCC %
ST LOUIS

A case for more flexible length of stay controls.

LOFTS 1

MARCH	SUN	MON	TUE	WED	THU	FRI	SAT
	76	74	79	84	88	207	285
	98	95	100	81	110	154	164
	95	84	83	136	152	187	122
APRIL	87	85	137	137	149	170	169
	94	95	137	148	166	161	176
	119	102	102	153	179	253	254
	136	82	97	98	116	244	267

Same goes for these dates at the end of the month.

STAY INTEL

FOLLOW UP:

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