

PKF Consulting - Property Performance / Market Share Report

SAMPLE

	December 2004			Occupancy Percent			Average Daily Rate			Revenue Per Available Room			Market Penetration		Rate Penetration		RevPAR Penetration	
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change	2004	2003	2004	2003	2004	2003	2004	2003	
	January																	
Competitive Market	58.89	60.57	-2.77	142.45	153.89	-7.43	83.88	93.21	-10.01									
Subject Property	60.00	55.63	7.86	150.00	145.24	3.28	90.00	80.80	11.39	101.88	91.84	105.30	94.38	107.30	86.69			
Competitive Market - YTD	58.89	60.57	-2.77	142.45	153.89	-7.43	83.88	93.21	-10.01									
Subject Property - YTD	60.00	55.63	7.86	150.00	145.24	3.28	90.00	80.80	11.39	101.88	91.84	105.30	94.38	107.30	86.69			
February																		
Competitive Market	64.31	64.48	-0.26	148.87	154.36	-3.56	95.74	99.53	-3.81									
Subject Property	54.60	58.79	-7.13	140.88	149.46	-5.74	76.91	87.87	-12.47	84.90	91.18	94.63	96.83	80.33	88.28			
Competitive Market - YTD	61.51	62.42	-1.46	145.69	154.12	-5.47	89.61	96.21	-6.86									
Subject Property - YTD	57.39	57.13	0.46	145.81	147.30	-1.01	83.68	84.15	-0.56	93.30	91.53	100.08	95.57	93.38	87.46			
March																		
Competitive Market	69.66	63.19	10.24	150.29	161.42	-6.90	104.69	101.99	2.65									
Subject Property	67.80	65.37	3.72	152.43	159.30	-4.31	103.35	104.13	-0.75	97.33	103.45	101.42	98.69	98.72	102.10			
Competitive Market - YTD	64.28	62.69	2.54	147.39	156.65	-5.91	94.75	98.20	-3.51									
Subject Property - YTD	60.94	59.97	1.62	148.32	151.81	-2.30	90.38	91.03	-0.71	94.80	95.66	100.63	96.91	95.39	92.70			
April																		
Competitive Market	67.64	41.68	62.28	172.44	164.18	5.03	116.64	68.42	70.48									
Subject Property	71.80	41.22	74.19	152.64	159.08	-4.05	109.60	65.58	67.12	106.15	98.90	88.52	96.89	93.96	95.85			
Competitive Market - YTD	65.12	57.43	13.39	153.84	158.02	-2.65	100.18	90.76	10.38									
Subject Property - YTD	63.63	55.28	15.10	149.53	153.16	-2.37	95.14	84.67	12.37	97.71	96.26	97.20	96.92	94.97	93.29			
May																		
Competitive Market	75.08	43.35	73.19	175.58	141.47	24.11	131.84	61.32	115.00									
Subject Property	73.00	44.08	65.61	168.32	129.25	30.23	122.88	56.97	115.69	97.23	101.68	95.87	91.36	93.20	92.91			
Competitive Market - YTD	67.15	54.54	23.12	158.80	155.32	2.24	106.63	84.71	25.88									
Subject Property - YTD	65.54	52.98	23.71	153.79	149.08	3.16	100.80	78.98	27.63	97.60	97.14	96.85	95.98	94.53	93.24			
June																		
Competitive Market	76.79	57.84	32.76	174.50	155.26	12.39	133.99	89.81	49.19									
Subject Property	73.30	56.16	30.52	169.82	161.00	5.48	124.48	90.43	37.65	95.46	97.10	97.32	103.70	92.90	100.69			
Competitive Market - YTD	68.74	55.09	24.78	161.69	155.31	4.11	111.14	85.56	29.90									
Subject Property - YTD	66.82	53.51	24.87	156.69	151.15	3.67	104.70	80.88	29.45	97.21	97.13	96.91	97.32	94.21	94.53			
July																		
Competitive Market	76.53	58.91	29.91	176.48	146.95	20.10	135.06	86.58	55.99									
Subject Property	75.01	65.01	15.38	179.86	146.45	22.81	134.91	95.21	41.70	98.01	110.35	101.92	99.66	99.89	109.97			
Competitive Market - YTD	69.87	55.65	25.55	164.05	154.02	6.51	114.62	85.71	33.73									
Subject Property - YTD	68.01	55.19	23.23	160.41	150.34	6.70	109.10	82.97	31.49	97.34	99.17	97.78	97.61	95.18	96.80			
August																		
Competitive Market	74.64	68.74	8.58	173.59	151.42	14.64	129.56	104.09	24.47									
Subject Property	77.57	68.12	13.87	176.49	157.13	12.32	136.91	107.04	27.91	103.93	99.10	101.67	103.77	105.67	102.83			
Competitive Market - YTD	70.48	57.32	22.96	165.33	153.62	7.62	116.52	88.05	32.33									
Subject Property - YTD	69.23	56.84	21.80	162.70	151.38	7.48	112.63	86.04	30.90	98.23	99.16	98.41	98.54	96.66	97.72			
September																		
Competitive Market	82.26	71.59	14.90	181.25	158.77	14.16	149.10	113.65	31.19									
Subject Property	85.40	69.41	23.04	175.83	155.68	12.94	150.15	108.06	38.95	103.82	96.95	97.01	98.05	100.70	95.08			
Competitive Market - YTD	71.77	58.89	21.87	167.33	154.31	8.44	120.09	90.87	32.16									
Subject Property - YTD	71.00	58.22	21.95	164.43	151.94	8.22	116.74	88.46	31.97	98.93	98.86	98.27	98.46	97.21	97.35			
October																		
Competitive Market	75.55	79.35	-4.79	182.64	163.55	11.67	137.98	129.78	6.32									
Subject Property	76.17	82.42	-7.58	180.11	156.36	15.19	137.20	128.87	6.46	100.82	103.87	98.61	95.60	99.43	99.30			
Competitive Market - YTD	72.15	60.97	18.34	168.96	155.53	8.63	121.91	94.83	28.56									
Subject Property - YTD	71.52	60.69	17.84	166.13	152.56	8.89	118.82	92.58	28.34	99.13	99.54	98.33	98.09	97.47	97.63			
November																		
Competitive Market	78.93	80.38	-1.80	166.56	158.11	5.34	131.47	127.10	3.44									
Subject Property	83.26	80.93	2.88	152.03	151.18	0.56	126.58	122.34	3.47	105.49	100.68	91.28	95.62	96.28	96.25			
Competitive Market - YTD	72.76	62.72	16.01	168.73	155.83	8.28	122.76	97.73	25.61									
Subject Property - YTD	72.57	62.51	16.09	164.68	152.40	8.06	119.51	95.26	25.46	99.74	99.67	97.60	97.80	97.35	97.47			
December																		
Competitive Market	45.79	53.83	-14.94	147.63	138.30	6.75	67.60	74.44	-9.19									
Subject Property	44.44	54.44	-18.37	146.16	136.12	7.38	64.96	74.10	-12.33	97.05	101.13	99.00	98.42	96.09	99.54			
Competitive Market - YTD	70.47	61.96	13.73	167.57	154.54	8.43	118.09	95.75	23.33									
Subject Property - YTD	70.19	61.82	13.54	163.69	151.18	8.27	114.89	93.46	22.93	99.60	99.77	97.68	97.83	97.29	97.61			