

CITY OF URBANA, ILLINOIS

**Market Feasibility Study for the Re-development
Of the Former Historic Lincoln Hotel located in
Downtown Urbana, Illinois**

March 2011

March 3, 2011

Mr. Tom Carrino
Economic Development Manager
City of Urbana
Community Development Services
400 South Vine Street
Urbana, Illinois 61801

Dear Mr. Carrino:

In accordance with our agreement, Patek Hospitality Consultants, Inc. has completed a study of potential market demand for the re-development of the former Historic Lincoln Hotel located in Downtown Urbana, Illinois.

We have no responsibility to update this report for events and circumstances occurring after completion of our fieldwork and research conducted in July 2010. However, we were aware that the hotel was for sale when we began this assignment. In November 2010, the property was sold to Mr. Xiao Jin Yuan. After our discussions with Mr. Carrino, it was agreed that the report would address the plans for renovation and re-opening of the hotel as determined by Mr. Yuan and the City of Urbana. Patek Hospitality Consultants, Inc. presents their recommendations based on our market findings. While these recommendations may differ from those being planned by Mr. Yuan, we believe it is important as a third party hotel consultant to present what we believe to be appropriate for the re-opening and operation of this hotel in Urbana, Illinois.

As in all studies of this type, the estimated results are based upon competent and efficient management and an effective marketing program and presume no significant change in the competitive position of the hotel industry from that set forth in this report. Our projections are based on estimates, assumptions and other information developed from our research and we do not warrant that they will be attained. We did not consider the legal and regulatory requirements applicable to this project, including zoning, permits, licenses and other state and local government regulations.

This report has been prepared for your use and guidance in determining the market demand for the subject hotel as a renovated property. Neither our name nor the material submitted may be used in any prospectus or used in offerings or representations in connection with the sale of securities or participation interests without our express written permission.

Please do not hesitate to call if we may be of further assistance in the interpretation and application of our findings, recommendations and conclusions. We appreciate the cooperation you extended to us during the course of our engagement and look forward to working with you again in the future.

Sincerely,

Patek Hospitality Consultants, Inc.

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EXECUTIVE SUMMARY - STATISTICS

Brand Name:	Independent
Number of Rooms:	128
Opening Date:	January 2012
Occupancy (Stabilized):	60%
ADR (2011 dollars):	\$85.00
Stabilized Year:	2016

Site Evaluation:

Access:	Good
Visibility:	Good
Proximity to Demand:	Very Good
Support Amenities:	Good
Competitive Position:	Good

Competitive Lodging Market Summary:

Holiday Inn Urbana	198
Comfort Suites Urbana	86
Holiday Inn Express & Suites Urbana	74
Hampton Inn Urbana	130
I-Hotel & Conference Center Champaign	126
Hawthorn Suites Champaign	199
Homewood Suites Champaign	98
Hilton Garden Inn Champaign	99
Courtyard by Marriott Champaign	78
Total	1088

Market Performance (STR)	<u>Occup.</u>	<u>ADR</u>	<u>RevPAR</u>
Year-to-date November 2010	58.0%	\$101.19	\$58.70
Year-to-date November 2009	57.6%	\$101.45	\$58.44
Year-end 2009	55.7%	\$100.78	\$56.14
Year-end 2008	61.4%	\$103.26	\$63.44

**Projections – Subject Hotel
Urbana, Illinois**

Year	Occupancy	ADR**	RevPAR**
2012*	40.0%	\$86.70	\$34.68
2013	44.0	89.30	39.29
2014	50.0	93.80	46.90
2015	55.0	98.50	54.18
2016	60.0	103.40	62.04

*Estimated opening January 1, 2012

**ADR = Average Daily Rate; RevPAR = Occupancy x Average daily rate

Source: Patek Hospitality Consultants, Inc.

EXECUTIVE SUMMARY CONT'D. – SUMMARY OF INTERVIEWS

The following comments were derived from our interviews conducted during fieldwork and subsequent interviews conducted via telephone. We divided the information into Positive Attributes of the Urbana and greater Champaign/Urbana community and challenges facing them as well as general comments and those that pertained to the Subject Hotel. The information pertains to the community at large as well as the competitive hotel market and the former Historic Lincoln Hotel (now referred to as Subject Hotel).

Positive

- Champaign/Urbana is served by three major highways
- The University of Illinois' presence in the two communities
- Champaign and Urbana offer different festivals and cultural events
- The Krannert Center on the U of I campus is well known and attracts a variety of entertainment options
- A variety of festivals are offered throughout the year
- Mass transit in Urbana is very easy to use and convenient
- Good weekend business throughout the year
- Downtown Urbana is very walkable and livable based on amenities offered

Challenges

- The area is a pass through – need to work on getting more people to stop and stay overnight
- Need to go after more mid-size conferences but this is very competitive
- There are more facilities trying to capture meetings business
- Government business has declined, mainly due to the State of Illinois' financial woes
- University travel has been cutback
- It takes a lot of sales effort to go after and capture University business
- Per Diem rates are \$70 for the state and \$77 for the federal in 2011
- December to February – hotel business is very slow, need to have financial reserves in place.
- Very competitive hotel market with the room additions that have taken place over the last five years
- Corporate base of demand is fairly small in Champaign/Urbana. Some companies will do day trips if they can rather than stay overnight

General Comments

- Youth sports tourism is very big as is sports in general with the U of I, high school, and other events
- University generates a wide variety of events throughout the school year
- University enrollment is stable or growing
- Residents would like Downtown Urbana to be more vital
- Urbana needs a banquet/civic center
- The Lincoln Square Mall needs to be addressed – make it more upscale with some

style and fun retailers. It also needs an anchor department store

- Downtown Urbana needs a hotel. A good restaurant is needed maybe a good local restaurant operator could be interested
- Downtown Urbana needs to expand beyond government and law firms
- The number of international travelers is increasing and they need to be able to book reservations on-line
- The typical visitor to Champaign/Urbana is mid-market (in regards to price) and hotels need to offer facilities and amenities that appeal to this type of traveler at a good price/value

Former Historic Lincoln Hotel (Subject Hotel)

- Offers a good location near campus with convenient parking. Located near amenities such as restaurants
- The property is a unique hotel and draws a different guest; travelers don't always like the branded hotels but rather something different
- The hotel's proximity to the University will help with the "branding" of the property.
- This was "the hotel" 20 years ago
- The property's reputation was hurt after the hotel fell into disrepair; this negative reputation shouldn't linger too long as long as the property reopens as a renovated and well managed property
- Need to keep ambiance - elegant, European, the historic nature of the property
- Guests like continental breakfast, business center, Internet capabilities, and micro/fridge
- Needs to offer sleeper sofas – necessary to attract sports/family business
- Meeting space has to have a high tech appeal to attract corporate business rather than just social business
- The hotel needs to be flagged with a good reservation system; most guests look for a well- recognized name (this comment was from several local hotel operators)
- It is necessary to offer a "rewards" program
- Complimentary parking would be preferable
- Hotel needs to offer shuttle van service
- Need a large overhang so buses and shuttle vans can park at hotel entrance

PROJECT CONCEPT AND RECOMMENDATIONS

The former Historic Lincoln Hotel was built in the early 1920s and opened in 1924 with 104 rooms. The property was designed by local architect Joseph Royer in a tudor gothic style. In the 1960s, the Lincoln Square Shopping Center was built and was wrapped around the southeast section of the hotel building with the main entrance of the hotel now inside the mall. In 1977, James Jumer purchased the hotel and the décor changed to a German Bavarian style. In the 1980s, Jumers reconfigured the interior of the hotel and built an addition that brought the number of rooms to its current total of 128. In 2001, Jumers, after filing for bankruptcy in 1999, turned the hotel over to Marine Bank who sold the hotel and since then, the property has had several owners and been foreclosed on several times by Marine Bank in Springfield with the most recent foreclosure taking place in March 2009 when the property closed. The owners at the time, Urbana Enterprise LLC had plans to close the hotel for renovation and reopen the hotel in January 2010, however, in April 2009, the company filed for bankruptcy and the hotel remained closed. The property remained closed, however, on November 3, 2010, Mr. Xiao Jin Yuan of California purchased the hotel from Marine Bank for less than its asking price of \$1.1 million. City officials estimate that between the purchase price and renovations, Mr. Yuan would be investing approximately \$3.0 million in the hotel.

Mr. Yuan currently owns a Hampton Inn in Crescent City, California and has relocated to Urbana to oversee the renovation and operation of the hotel.

While we have met with Mr. Yuan and Mr. Carrino to discuss general plans for the property, specific plans for the renovation of the hotel are not yet finalized. As we understand it, the City of Urbana has entered into a Tax Increment Finance Redevelopment agreement with Mr. Yuan to assist with the project. That agreement would give Mr. Yuan an initial \$650,000 from a tax increment financing fund for improvements that need to be made immediately such as the roof, a new entrance, and a porte-cochere. That money is considered a loan and would have to be paid back if Mr. Yuan sells the hotel before it opens; once the hotel is opened, the loan is automatically forgiven. The City would also provide \$200,000 in project reimbursements from the TIF fund for four subsequent years. The City estimates the \$1.45 million investment will be repaid by property taxes generated by the increased value of the hotel and surrounding properties as well as additional food and beverage, hotel and utility taxes in the first eight or nine years.

According to Mr. Carrino and Mr. Yuan, the hotel will not be affiliated with a national franchise rather it will be operated as an independent hotel. A name has been tentatively selected for the hotel however for purposes of our study, we will refer to the hotel as the Subject Hotel throughout the remainder of this report. The purchase agreement between Mr. Yuan and the City states the property will undergo a “complete renovation of the 128-room hotel and conference center to allow for modern hotel amenities while honoring the historic character of the property.” In addition, the agreement states the new owner must support the city’s attempt at designating the property as a local landmark, something the city has pursued for some time. This designation would protect the building’s architecture.

We understand the renovation of the hotel will be a work in process as the new owner works on getting the immediate issues resolved such as the roof and entranceway. The following information is based on our meeting with Mr. Yuan and Mr. Carrino in late January 2011. Due to the weather, it is anticipated the roof could be addressed as early as March or as late as May. The guest rooms are expected to be renovated into a mix of modern and historic décor. The guest rooms will be cleaned and renovated as appropriate with a bedding package similar to Hampton Inn. Mr. Yuan is planning to open the guest rooms in phases with approximately 45 rooms on the second floor to be ready by the end of February 2011 with the third and fourth floor guest rooms to be completed after that. The telephone system and wireless Internet will be upgraded prior to the soft opening of guest rooms. A complimentary breakfast similar to Hampton Inn will be provided in the “library” just off of the lobby. The lobby will maintain its historic ambiance but will be cleaned and made brighter. At this time, Mr. Yuan does not have plans to open the restaurant but would like to do so at a later date. The same goes for the meeting space. It is anticipated the pool will be renovated in 2012. Door locks of the guest rooms will be changed as they are still key locks. The guest room televisions will also be changed to flat screen televisions over a period of time.

Our recommendation for the food and beverage operations is to consider hiring a local restaurateur with a good reputation that would have an immediate draw. Although there is more meeting space in the Champaign/Urbana market since the former Historic Lincoln Hotel was operating at its peak, there appears to be a need in Urbana for meeting space and the hotel had the reputation as “the hotel” for special occasions. The meeting space should offer high tech facilities in order to attract corporate, university as well as social business.

For purposes of this study, it is assumed the hotel in Urbana will be renovated to “like new” standards and quality of today’s modern hotels while maintaining the historic flavor of the property. The hotel should include a mix of double queens, kings, and suites. The mix of rooms would be designed to allow flexibility in capturing the various market segments in the Urbana/Champaign area including transient business comprised of corporate, group, and tourist/leisure. All guest rooms should include coffee maker, iron and ironing board, hair dryer, separate telephone with voice mail and data port lines, remote controlled cable television and movie channel, radio alarm clock, free high speed Internet access, and weekday morning newspaper. Microwaves and mini refrigerators should be considered for the suites as well as pullout queen sofa beds in order to accommodate families and larger groups. The ADA accessibility at the hotel has been less than ideal in the past and this has to be addressed.

It is our opinion that renovation of the hotel should be completed prior to opening that includes the guest rooms, food and beverage outlets, meeting space, and other public areas. The hotel has had its problems over the past decade and its reputation has not been a positive one. In order for the property to attract guests as well as the local population and to show the property is ready to be a “player” in the local hotel market, the hotel should undergo a complete renovation. We understand financial constraints may cause the new owner to renovate over time but the work needs to be ongoing.

Our opinion on not branding the hotel is mixed. During our research, we received feedback that the hotel needed to be or didn't need to be branded. We understand there is some concern by the new owner that to renovate the hotel to brand standards could be very costly and most likely not probable. Branding the hotel automatically gives the hotel recognition and provides national marketing and advertising tools necessary to get the property to ramp up more quickly. It also costs more to do so, usually in the range of 8-10 percent of room revenue for franchise royalties, marketing, and reservations. By not branding the hotel, there is a significant cost savings in franchise fees that could be used to hire a marketing salesperson and spending it on other types of on-line booking distribution channels. We were told that the number of international travelers coming to Champaign Urbana to do business with the University is increasing and these people look to on-line booking sources to book hotel rooms. The Subject Hotel needs to be listed with these various sources. There are also programs available for independent hotels to join that offer frequent guest programs, similar to those that are so popular with the hotel brands. A strong local sales effort is critical to the success of this hotel and it will be imperative to hire personnel familiar with the University and other local businesses in order to capture this business.

It is our opinion that by not branding the hotel that it will take longer to ramp up and this is reflected in our estimates of occupancy and average daily rate presented in the Executive Summary and discussed later in this report.

Business Districts Inc. was completing a Downtown Urbana Market Study at the same time that the hotel study was undertaken. The results of this study are very important in relation to the Subject Hotel. It is our opinion that the Subject Hotel is not a "stand alone" project but rather tied in with new development and re-developed areas as discussed in BDI's Market Study. The hotel's downtown location is a destination and it is important that the area around the hotel is developed with venues that will attract more people to downtown Urbana and make them want to spend more time there. Much of our feedback was that the Lincoln Square Mall needed to be addressed to make it more attractive and there needed to be more things to do while visiting Urbana. It is understood that development or re-development of a downtown core area is a long-term project; in Urbana the Subject Hotel is just one component of this project albeit a very important one. The success of the Subject Hotel is dependent on a number of factors that have been discussed so far in this report. It is important to note that the purchase and re-opening of the property is a step in the right direction but that other components have to be addressed in order for it to be successful.

LOCATION ANALYSIS

The Subject Hotel is located in Downtown Urbana at 209 South Broadway Avenue and is connected to the Lincoln Square Mall, an indoor mall that was developed in the 1960s and has had some successes as well as some challenging years. The hotel's southeast facing was connected to the Mall that provides an interior entrance to the hotel through the mall. The hotel and the mall are bordered by Elm Street to the north, Illinois Street to the south, Vine Street to the east, and Race Street to the west. The University of Illinois is located three blocks west of the Subject Hotel.

The area surrounding the Subject Hotel is comprised primarily of government uses including the Champaign County Courthouse, City of Urbana's offices, Federal Courthouse, as well as commercial uses such as the Urbana Free Library, Abraham Lincoln Exhibit, numerous galleries, retail outlets, and dining establishments. The Mall offers places to shop, eat, work, and relax.

The area immediately surrounding the site is as follows:

- North – Elm Street; parking garage; Federal Courthouse; Champaign County Courthouse; Abraham Lincoln exhibit
- South – Lincoln Square Mall; Illinois Street; surface parking lot
- East – Vine Street; post office; City Hall; residential
- West – Race Street; Urbana Free Library; residential

Access – Good

Guests traveling in either direction on I-74 would exit at Exit #184, Cunningham Avenue (U.S. Highway 45) and travel south to University Avenue where Cunningham Avenue becomes Vine Street and continue south for approximately ½ mile to the Subject Hotel. The property is located approximately two miles south of I-74. At the present time, there are two entrances into the hotel, one is via the interior of the mall and guests would park in the main surface parking lot. The exterior entrance is located on the west side of the building where there is also a surface parking lot albeit not as large as the mall entrance lot. Guests could also exit I-74 at Exit #183, Lincoln Avenue and take it south to Elm Street or Illinois Street and travel east to the property. While the hotel is not directly off of the interstate, access is convenient; highway signage is recommended if it is available.

Visibility – Good

Since the Subject Hotel is not located along I-74, visibility is not as relevant however the multi-level hotel is visible once guests are in the downtown area. The Lincoln Square Mall is a landmark in downtown Urbana and this can help to identify the location of the hotel. Again, local downtown signage can help direct guests to the hotel.

Proximity to Demand –Very Good

The proximity to the University of Illinois is excellent as is the hotel's location to government offices, Carle Foundation Hospital, and Provena Covenant Medical Center. The Subject Hotel's location in downtown Urbana is a destination rather than a walk-in hotel located along the highway. The hotel will need to rely on a strong marketing program to get guests to travel to downtown. The proximity to the University and the Krannert Center is a positive factor and should be used in its marketing plan.

Support Amenities - Good

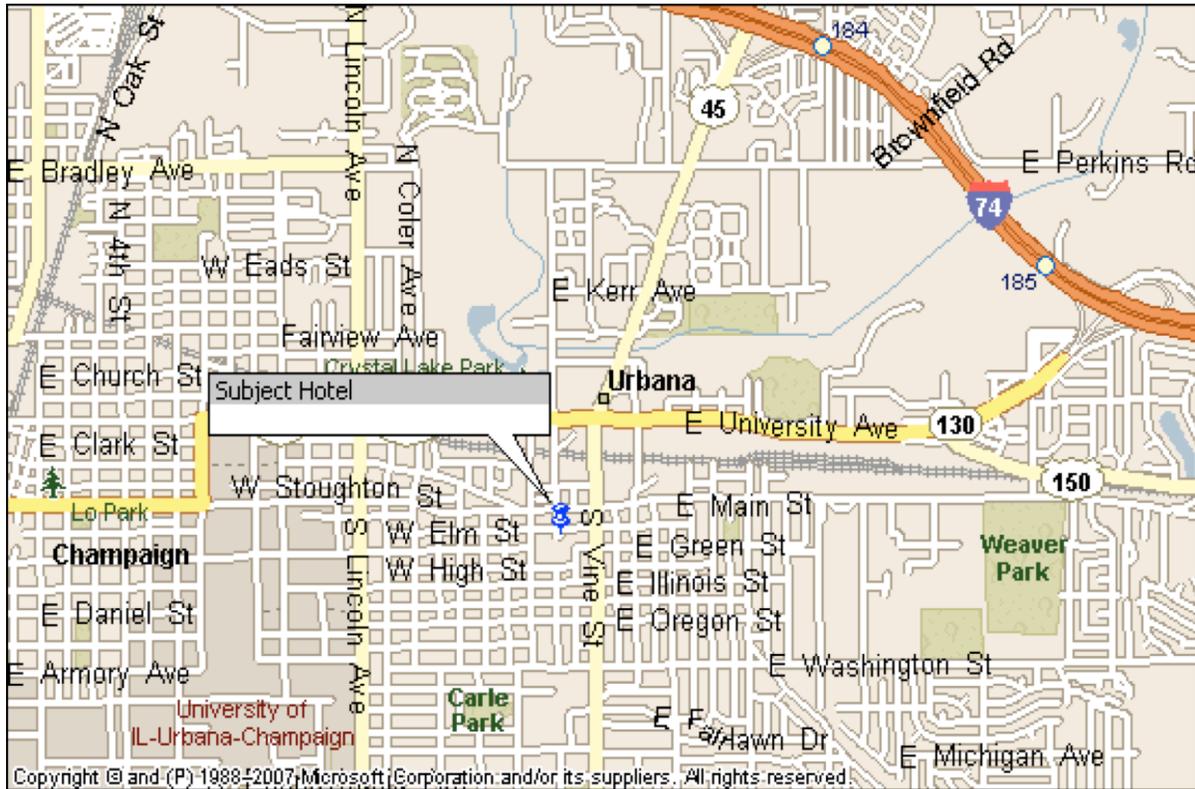
Support amenities are good in the area. A number of restaurants are within walking distance of the Subject Hotel and it is our opinion that the opening of the hotel could attract additional dining outlets to the core downtown area in the future. The Subject Hotel was previously a full-service hotel and we would expect it to offer food and beverage service in the future. Other support amenities include grocery stores, gas service stations, and other small independent retail outlets.

Competitive Location - Good

It is our opinion the Subject Hotel's location is a destination with a good location in Downtown Urbana. We believe management will have to incorporate a strong marketing program to bring guests to downtown as the hotel will not be located along the highway to capture walk-in traffic nor will it have a national brand affiliation that can draw guests to a destination location. Access and visibility is good and the hotel's proximity to demand generators is very good. Support amenities are good and will be expanded with the hotel's food and beverage offering. Overall we believe the location is well suited for the re-development of the Subject Hotel.

A location map of the subject hotel within downtown Urbana follows together with pictures of the exterior of the hotel.

SITE LOCATION URBANA, ILLINOIS





Original Hotel Building - 1920s



Hotel Addition Built in the 1980s

MARKET AREA OVERVIEW

Urbana, Illinois and Champaign County

Urbana is located in Champaign County in the east-central sector of Illinois. The Champaign/Urbana area is comprised of the cities of Champaign, Urbana, the county seat, and the villages of Rantoul, Mahomet, and Savoy. There are many smaller villages that make up Champaign County. Champaign/Urbana is located approximately 138 miles southwest of Chicago, 180 miles east of St. Louis, 118 miles west of Indianapolis, and 90 miles northeast of Springfield, the state capitol.

Companies located in Champaign County include the University of Illinois, Carle Clinic and Carle Foundation Hospital, Provena Covenant Medical Center, Kraft Foods, school districts, government, and others.

Demographics, Business, and Economic Base

Although there is no correlation between the size of an area's population and its level of transient visitation, historical and projected population trends often reflect the economic climate of a locale. The following table shows population trends for the state of Illinois, Champaign County, the cities of Champaign and Urbana, and the villages of Rantoul, Mahomet, and Savoy for 2000, 2005, and 2009.

**Population Estimates
2000, 2005, 2009**

Area	2000	2005	2009	% Change 2000-2009
Illinois	11,430,602	12,419,293	12,910,409	13.9%
Champaign Cty.	173,025	179,669	195,671	13.1%
Champaign (C)	63,502	67,518	80,286	26.4%
Urbana (C)	36,344	36,395	39,985	10.0%
Rantoul (V)	17,212	12,857	12,247	(28.8%)
Mahomet (V)	3,103	4,877	6,664	114.8%
Savoy (V)	2,674	4,476	5,668	112.0%

Source: U.S. Census Bureau American Fact Finder 2009

The 2009 median family income for Champaign County was estimated to be \$64,102 as compared to surrounding counties of McLean County that was estimated to be \$75,315 and Peoria County that was \$62,472.

Labor force estimates for the Champaign/Urbana MSA are presented in the following table. The economic recession has had an impact on the labor numbers in this MSA.

**Labor Force Estimates
Champaign/Urbana, MSA Illinois**

	2006	2007	2008	2009	Nov. 2010
Labor Force	118,749	120,928	122,160	120,958	126,776
Employed	114,066	115,529	115,171	110,957	116,327
Unemployed	4,683	5,399	6,989	10,001	10,449
Unempl. %	3.9%	4.5%	5.7%	8.3%	8.2%

Source: Illinois Department of Employment Security, Labor Market Information

The Quarterly Workforce by Industry for fourth quarter 2009 for the Champaign/Urbana MSA can be found in the following table:

**Quarterly Workforce by Industry
Champaign/Urbana MSA, Illinois**

Industry	Fourth Quarter 2009	Percent of Total
Educational Services	21,218	22.3%
Wholesale/Retail Trade	13,987	14.7
Healthcare Services	13,154	13.8
Accommodations	9,312	9.8
Manufacturing	8,171	8.6
Professional Services/Mgmt/Adm.	7,740	8.1
Fin/Insurance/Real Estate	4,546	4.8
Public Administration	3,666	3.9
Construction	3,632	3.8
Information	2,745	2.9
Transportation/Warehouse	2,485	2.6
Other Services	2,236	2.4
Arts/Entertainment/Recreation	1,463	1.5
Agriculture/Mining/Utilities	667	0.7
Total Employment	95,021	100.0%

Numbers may not add due to rounding

Source: Illinois Dept. Employment Security

A list of the major employers in 2010 for Champaign County as published by the Champaign County Economic Development Corporation follows.

**Major Employers
Champaign County, Illinois**

Major Employers	Total Employees
University of Illinois	11,676
Carle Physician's Group	5,668
Champaign Schools Unit 4	1,351
Kraft Foods Inc.	1,300
Parkland Community College	1,200
Provena Covenant Medical Center	938
Urbana Schools District 116	900
Plastipak Packaging	810
Champaign County Government	800
Hobbico	700
Christie Clinic Association	700
Jeld-Wen	675
Horizon Hobby, Inc.	550
Busey Bank	510
Supervalu	500
City of Champaign	500
Health Alliance Medical Plans	480
Solo Cup	460
Flex-n-Gate	460
Easton/Bell Sports	450
Amdocs	450
US Postal Service	425
Guardian West	425
Wolfram Research	416
Mahomet-Seymour Community School District #3	406

Source: Champaign County Economic Development Corporation

Transportation

Three major highways serve the Champaign/Urbana area including Interstates 57, 72, and 74. Interstate 57 travels in a north/south direction between Chicago and southern Missouri where it connects with I-55. Interstate 74 travels in an east/west direction between the Quad Cities and Cincinnati, Ohio. Interstate 72 runs in an east/west direction between Champaign/Urbana and Hannibal, Missouri. Other highways serving the metropolitan area include U.S. Highways 45, 136, and 150 and State Highways 10, 47, 49, 54, and 130.

The primary airport serving the Champaign/Urbana area is the University of Illinois Willard Airport, one of only a few airports across the country owned and operated by an

educational institution. One carrier currently serves the Airport after Delta Airlines left in August 2010. In 2007, there were 112,440 enplanements recorded (last information available). The Airport is located south of Champaign in Savoy between U.S. Highway 45 and I-57.

The Local Economy

Champaign County is home to the University of Illinois at Urbana Champaign (UIUC), the main campus of the University of Illinois system. In fall 2010, enrollment at this campus was nearly 42,000 undergraduate and graduate students. The campus is split between Urbana and Champaign and is home to the University of Illinois National Center for Supercomputing Applications (NCSA) and the new home of Blue Waters, the world's most powerful supercomputer. It is a Top 25 research University and is known for its engineering, computer, and science programs. The University's enrollment has been stable and growing over the past several years. As the largest employer in Champaign County it is a large source of demand for area hotels.

The Research Park at the University of Illinois, developed by the Fox/Atkins Group, currently has over 593,000 square feet of new office space in 11 buildings housing 80 tenants and nearly 1,400 employees according to their website. The research park was designed to provide an environment for technology-based businesses that can work with the research faculty and students at UIUC. A number of Fortune 500 companies have facilities within the park. Also within the Research Park is EnterpriseWorks (EW), a 43,000 square foot startup business incubator for early stage tech firms. It is owned and operated by the University of Illinois and has helped launch over 70 high tech companies since opening in 2003. Other facilities within the park include a daycare and the I-Hotel & Conference Center. In November 2010, the University announced it would negotiate with the Fox/Atkins Group to develop the next phase of the UI Research Park.

Other demand generators for hotels are two medical facilities located in Urbana, Carle Foundation Hospital and Provena Covenant Medical Center (288 beds). The Carle Foundation Hospital is currently a 295-bed not-for-profit hospital and is the primary teaching hospital for the U of I College of Medicine. The state of Illinois recently approved development of a nine-story, 390,000 square foot patient bed tower in Urbana. This project was originally approved in 2008 but with the economic downturn, the project was put on hold. The tower is to start construction in March 2011 with a completion date of June 2013. The new bed tower will contain 136 single patient rooms. This is the last phase of Carle's building innovation initiative that included significant renovations to the main campus and a new digestive health center.

The Urbana economy is stable with no major ups and downs. Employers in Urbana have had fairly steady employment through this recession according to city officials and include the two healthcare facilities, government and school districts, Busey Bank, Flex-n-Gate, Guardian West, SuperValu, and Solo Cup. Kraft, a large employer in the area is located in

Champaign County. City officials refer to the community as a micro-urban area meaning a smaller city with big city amenities.

Business Districts Inc. is addressing the future of Downtown Urbana in the Downtown Market Study currently underway. This study addresses the various sectors including residential, office, retail, and other commercial development. For more information, we refer the reader to this study. There is a limited amount of industrial space in Urbana. The major commercial corridors in Urbana are along Cunningham Avenue, Lincoln Avenue, and University Avenue.

Tourism in the Champaign/Urbana area is also a large source of demand for area hotels. The Champaign County Convention & Visitors Bureau is very busy promoting the area and sports tourism is a big part of it. Following is a sample of events (not comprehensive) for the community:

- University of Illinois – football weekends in September and October in Memorial Stadium; Mom’s weekend in April; football spring scrimmage and coaches clinic; May graduation and soccer; Illinois High School state football championships, volleyball and gymnastics at the new ARC facility that opened in 2008; basketball at Assembly Hall
- Little Illini Soccer Club – fall and spring weekends that sell-out hotels
- Illinois Marathon – 15,000 people attend in April or May
- May 2013 will be the National Tennis Championships for 12 days
- First Pitch – softball and baseball tournaments, approximately 2,500 room nights
- Festivals and Events include: Roger Ebert Film Fest, Illinois High School Theater Fest, Champaign Music Fest, Urbana Sweet Corn Festival, Downtown Champaign Festival of the Arts, Taste of Champaign/Urbana, Champaign County Fair, Boneyard Arts Festival, National Science Olympiad, and Market at the Square Urbana

A list of meeting and banquet space venues as provided by the Champaign County Convention & Visitors Bureau is as follows: Anita Purves Nature Center, Assembly Hall, Baymont Inn & Suites, Carle Forum, Carmike, Beverly, Courtyard by Marriott, Eastland Suites' Conference Center, Great Impasta, Hawthorne Suites' Conference Center, Highdive, Hilton Garden Inn, Holiday Inn Hotel & Conference Center, Homewood Suites by Hilton, I-Hotel and Conference Center, Illini Union, Illinois Terminal, Krannert Center for the Performing Arts, Laborers Union Hall, Parkland Business Development Center, Phillips Recreation Center, Refinery, Regent Ballroom, Robinson Hall on the Park, Senior Community Center, Silvercreek, Spurlock Museum, Stone Creek Golf Course, The Linden, The Round Barn Banquet Center, Urbana Civic Center, Urbana-Champaign Independent Media Center, Village Hall Boardroom, Virginia Theatre, and William Staerkel Planetarium.

The Krannert Center for the Performing Arts is a world renowned performing arts center located on the U of I campus. The center hosts over 300 performances annually and utilized the Subject Hotel in the past as it is just blocks from the hotel. Other cultural

events and facilities include the Krannert Art Museum, Spurlock Museum, Assembly Hall, Foellinger Auditorium, and many others.

Overall, the tourism industry in Champaign/Urbana is very good and there are events and activities taking place year round. Based on our discussions, it appears this segment will continue to grow in the future and will continue to be a very good source of room nights for area hotels.

A regional map follows.

REGIONAL MAP CHAMPAIGN/URBANA, ILLINOIS



HOTEL SUPPLY AND DEMAND ANALYSIS

Competitive Hotel Supply

According to Smith Travel Research, there are 43 hotels located within five miles of Downtown Urbana. The hotel supply is comprised of a mix of limited-service, full-service, branded, and independent hotels. The 43 hotels include six independent properties and six full-service hotels.

Of the 43 properties in the Champaign/Urbana market area, we chose nine hotels that we believe would provide the most direct competition to the Subject Hotel. Since the Subject Hotel was not purchased until November 2010 and our research into the local hotel market began in July 2010, our selection of competitive hotels was based on location, product offering, brand affiliation, rate structure and/or market orientation. In addition our demand interviews indicated these properties were utilized by many of the organizations we spoke with. These competitive hotels are identified in the following table:

**Competitive Hotel Supply
Urbana, Illinois**

Property	# Rooms	Year Built/Change
Holiday Inn Urbana	198	1997
Holiday Inn Express & Suites Urbana	74	2005
Comfort Suites Urbana	86	2009
Hampton Inn Urbana	130	1995
I-Hotel & Conf. Center Champaign	126	2008
Hawthorn Suites Champaign	199	1986/2000
Hilton Garden Inn Champaign	99	2006
Homewood Suites Champaign	98	2007
Courtyard by Marriott Champaign	78	1995
Total	1088	

Source: Smith Travel Research Inc.

The Eastland Suites is a 127-room hotel built in 1966 and is located in Urbana at the I-74 and Cunningham Avenue interchange. At the time of our fieldwork in summer 2010, it was our opinion the Eastland Suites would not be a direct competitor to the former Historic Lincoln Hotel with what at the time was thought the property would be renovated as an upscale hotel after being purchased. Therefore we did not include it in our list of competitors or the Smith Travel Research Historical Trend Report that follows in the next section. Since Mr. Yuan purchased the hotel in November 2010, the concept appears to be more of a midscale hotel that could potentially compete with the Eastland Suites however it was too late to include it in the Smith Travel Research report. The Eastland Suites offers standard guest rooms and suites as well as extended-stay suites with full kitchens, 5,000 square feet of meeting space, indoor pool, fitness room, and complimentary breakfast.

The competitive hotel supply is comprised of well-known, reputable brands in the hotel industry. They are known for their quality products, reservation system contribution, and popularity of their frequent guest programs. The I-Hotel & Conference Center is the only independent hotel included in the competitive set. This hotel is located in the Research Park on the University of Illinois campus and was built in partnership with the University. According to management, the I-Hotel opened at the start of the recession that initially hurt the hotel. In addition the property has been challenged by the lack of a brand affiliation. The property's association with the University does provide recognition for the I-Hotel as does the nationally recognized Houlihan's Restaurant. The I-Hotel offers discounts to companies located in the Research Park and EnterpriseWorks.

The Holiday Inn and Holiday Inn Express & Suites were purchased in January 2010 by Swift Hospitality Group of Freeport, Illinois. According to Swift Hospitality, both properties had been poorly managed prior to the management change. In September 2009, all guest rooms at the Holiday Inn were renovated and in April 2010, the public space with the exception of the meeting space was renovated for a cost of \$3.5 million.

There were five hotels that entered the market between 2005 and 2010 that included the Holiday Inn Express & Suites, Hilton Garden Inn, Homewood Suites, I-Hotel & Conference Center, and Comfort Suites that totaled 483 rooms. The addition of these five hotels over the past five years equates to over 40 percent of the total competitive supply. The former Chancellor Hotel in Champaign was remodeled/retrofitted into the seven-story 99-room Hilton Garden Inn by Horve Builders of Forsyth, Illinois. Horve also built the adjacent 98-room extended-stay Homewood Suites. The Hilton Garden Inn offers a restaurant, bar, and indoor pool as well as a 18,000 square foot conference center.

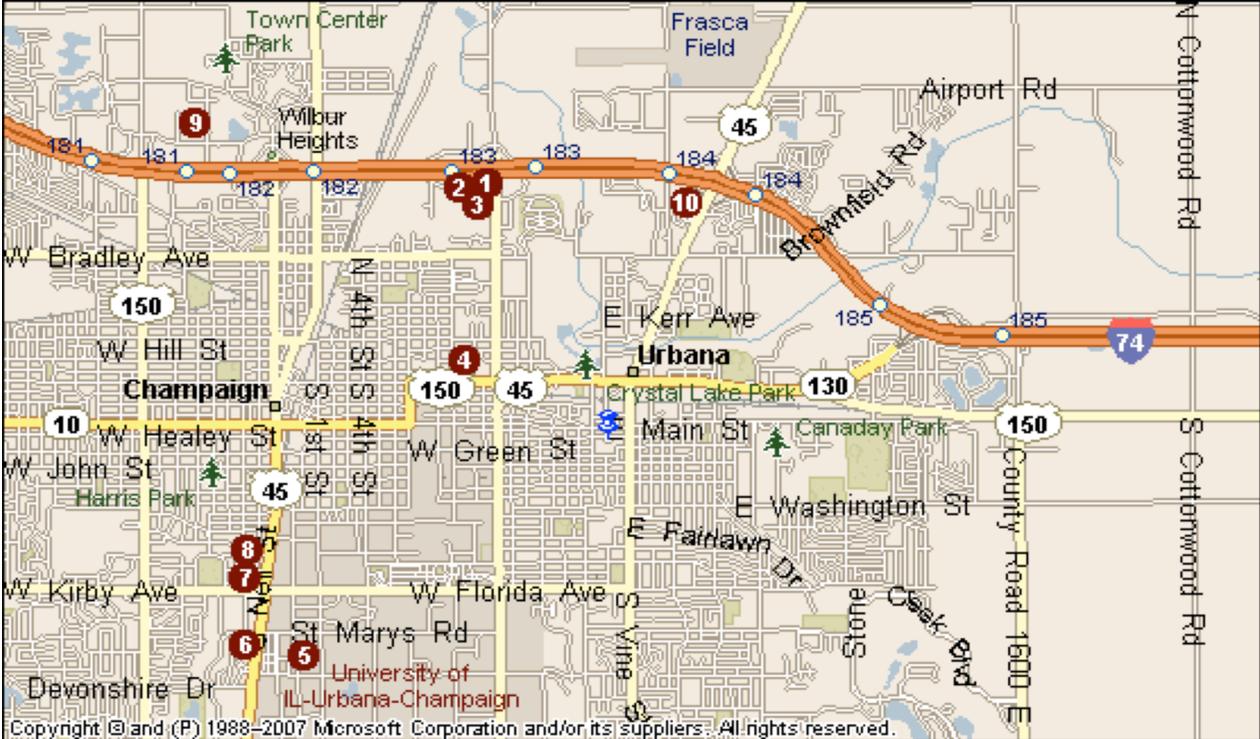
The Hawthorn Suites was previously an AmeriSuites Hotel and a Radisson Suites. The property was converted to Hawthorn Suites in June 2000. New owners took over the hotel about five years ago and the property was completely renovated over a two-year period. The Courtyard by Marriott was completely renovated and is owned by Tharaldson Motels Inc. of Fargo, North Dakota. The Hampton Inn, owned by Archon Hospitality is located near the two largest medical facilities on University Avenue. The Hampton Inn is one of the better performing hotels in the market.

Information regarding each of the competitors is included on the following competitive property profile. A map and pictures of the competitive hotels follows the profile.

**URBANA, ILLINOIS
SUBJECT HOTEL
COMPETITIVE PROPERTY PROFILE**

	Holiday Inn	Holiday Inn Express & Suites	Comfort Suites	Hampton Inn	I-Hotel & Conference Center	Hawthorn Suites	Hilton Garden Inn	Homewood Suites	Courtyard by Marriott	Eastland Suites
# on Map	1	2	3	4	5	6	7	8	9	10
Location	1-74 & Lincoln Ave.	1-74 & Lincoln Ave.	1-74 & Lincoln Ave.	University Ave.	Research Park	S. Neil St.	S. Neil St.	S. Neil St.	1-74 & Neil St.	1-74 & Cunningham
# Of Rooms	198	74	86	130	126	199	99	98	78	127
Year Opened/Conversion	1997	2005	2009	1995	2008	1986/2000	2006	2007	1995	1966
FACILITIES/AMENITIES										
Suites	9	18	86	yes	2	198	yes	98	3	77
Complimentary Breakfast	no	yes	yes	yes	no	yes	no	yes	no	yes
Restaurant/Lounge	Seasons Rest./Atrium Bar	none	none	none	Houlihans Rest.	none	Great American Grill	none	The Bistro	none
Meeting Space (s.f.)	18,000 s.f.	1,080 s.f.	1,300 s.f.	480 s.f.	20,700 s.f.	6,000 s.f.	18,000 s.f.	875 s.f.	675 s.f.	5,000 s.f.
Pool - Indoor/Outdoor	Indoor	Indoor	Indoor	Indoor	Bus. Center, Fitness	Indoor	Indoor	Indoor	Indoor	Indoor
Other Features	Fitness, Bus. Center	Fitness, Whirlpool	Hot tub, Fitness Bus. Center	Fitness, Bus. Center	Spa, Café	Hot tub Efficiency kitchens	Whirlpool, Fitness Pavilion Pantry, Bus.Ctr.	Fitness, Bus. Center, Comp. grocery shopping	Fitness, Whirlpool	Fitness, Whirlpool Ext. stay suites
2011 PUBLISHED RATES										
Weekday - January 2011	\$94.95-\$104.95	\$109.95-\$119.95	\$94-\$99	\$119-\$159	\$149-\$299	\$109.99-\$159.99	\$109.00	\$139-\$189	\$119.99-\$159.99	\$79-\$139
Weekend - June 2011	\$139.95-\$185.95	\$139.95-\$169.95	\$109.00	\$119-\$149	\$149-\$299	\$114.99-\$179.99	\$139.00	\$139-\$189	\$109.99-\$159.99	\$114-\$200
2009 ESTIMATED MARKET MIX										
Commercial/Individual	60%	75%	70%	80%	60%	65%	65%	85%	75%	60%
Group	20%	0%	5%	0%	25%	10%	20%	0%	0%	5%
Tourist/Other	20%	25%	20%	20%	15%	25%	15%	15%	25%	35%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<i>Note: Published Rates as of January 3, 2011 for Tuesday, January 11, 2011 and Saturday, June 11, 2011</i>										
<i>Source: Patek Hospitality Consultants, Inc., Hotel Interviews, and Internet</i>										

**COMPETITIVE SUPPLY
SUBJECT HOTEL
URBANA, ILLINOIS**





Holiday Inn - Urbana



Holiday Inn Express & Suites - Urbana



Comfort Suites - Urbana



Hampton Inn - Urbana



I-Hotel & Conference Center – Champaign



Hawthorn Suites - Champaign



Hilton Garden Inn - Champaign



Homewood Suites - Champaign



Courtyard by Marriott – Champaign



Eastland Suites - Urbana

Additions to Supply

During the course of our fieldwork, the only new hotel we were aware of opening in the Champaign/Urbana area was a Candlewood Suites near the I-74 and Neil Street interchange. The 83-room extended-stay hotel began construction in fall 2008; after being 65 percent complete, the project was stopped due to lending issues. St. Louis based Midas Hospitality acquired the property in August 2010 and opened the hotel in early December 2010. We did not consider this mid-scale extended-stay hotel as competition to the Subject Hotel as its primary focus will be on capturing the long-term guests staying in the Champaign/Urbana area. We are not aware of any other hotels being discussed for the competitive market area.

Based on the opening of the 128-room Subject Hotel in January 2012, it is estimated a compound annual growth rate in supply of 1.9 percent will be realized between 2010 and 2016. On an annual basis, supply is estimated to increase 11.8 percent in 2012. The base number of competitive rooms would increase from 1,088 to 1,216 or 128 rooms. Demand during this same period is estimated to increase at a compound annual growth rate of 2.4 percent.

Area Room Demand

Hotel room demand is categorized as “demonstrated” demand, or that demand which can be quantified by examining occupancies at existing hotels; “unsatisfied” demand, or that demand which is turned away or denied at existing hotels because of capacity limits and finding accommodations outside the defined competitive market; and “induced” demand, defined as that demand which does not now seek accommodations in the market but which would, given an acceptable quality hotel, the proper sales efforts and the availability of additional rooms supply. In this market all three types of demand have been evaluated.

Demand for hotel rooms in any given area is measured by occupancy percentages and average daily rates (ADR). Although these statistics vary between properties because of age, location, condition, marketing efforts and seasonality, area averages are useful in analyzing historical trends and projecting future conditions as they relate to the market potential of a proposed project. Smith Travel Research (STR) tracks room supply and demand characteristics in markets across the country, maintains an up-to-date inventory of all hotels and receives actual operating statistics from a large sample in each market. We used this information to supplement our research findings. Information from the STR report is presented in the following table that shows occupancy, average daily rate, demand, supply and RevPar on an annual basis for the period 2004-2009 as well as year-to-date through November 2010 for the previously identified competitive hotel market. The full STR report is presented in the Addendum at the end of this report. Smith Travel Research defines these terms as follows.

- **Supply** (Rooms Available) – The number of rooms times the number of days in the period
- **Demand** (Rooms Sold) – The number of rooms sold

- **Occupancy** – Rooms sold divided by rooms available
- **Average Daily Rate (ADR)** – Room revenue divided by rooms sold
- **RevPAR – (Revenue per Available Room)** – Room revenue divided by rooms available (occupancy times average daily rate will closely approximate RevPAR)

**Standard Historical Trend
Subject Hotel
Urbana, Illinois**

Year	Room Supply	% Change	Room Demand	% Change	Occup.	ADR	RevPAR
2004	208,133	--%	137,436	--%	66.0%	\$78.91	\$52.11
2005	223,119	7.2	151,798	10.4	68.0	84.33	57.37
2006	253,874	13.8	153,282	1.0	60.4	92.37	55.77
2007	310,920	22.5	190,224	24.1	61.2	100.86	61.71
2008	339,018	9.0	208,296	9.5	61.4	103.26	63.44
2009	381,554	12.5	212,543	2.0	55.7	100.78	56.14
2009*	347,826	--	--	--	57.6	101.45	58.44
2010*	363,392	4.5	210,785	5.2	58.0	101.19	58.70

**Through November*

Source: Smith Travel Research, Inc.

This competitive market in Champaign/Urbana has experienced a significant increase in room supply over the past five years; during this same time, demand has increased at a greater pace than supply with the exception of 2006 and 2009. Occupancies because of the increase in supply declined as more rooms became available in the market. Between 2005 and 2009, five hotels opened in the market including the Holiday Inn Express & Suites, Hilton Garden Inn, Homewood Suites, I-Hotel & Conference Center, and the Comfort Suites. At the same time, these five hotels helped average daily rate increase on average 5.1 percent during the five-year period. In 2009, occupancy declined in this market as a result of the economic recession that followed the nationwide pattern and average daily rate declined 2.4 percent. As a result, year-to-date through November, supply was up 4.5 percent, demand was up 5.2 percent, occupancy was up 0.4 points, ADR was down \$0.26 resulting in a \$0.26 increase in RevPAR.

In the last half of 2008 the national economy entered a recession that continued to have an impact on the hotel industry throughout 2009 and the first half of 2010. The recession has been particularly hard on the hotel industry as companies have scaled back on their travel and have experienced downsizing and consumers have been affected by job losses, cut hours, and other higher cost of living trends. It is our opinion that the Champaign/Urbana hotel market has not recovered as quickly as compared to some of the larger markets around the country that reported strong occupancy growth in the second half of 2010. Average daily rates around the country continued to lag as hotel operators were still reluctant to increase rates.

Industry prognosticators indicated that occupancies would start to increase in 2010 and this occurred according to Smith Travel Research data on the top 25 markets around the country.

Average daily rate was expected to take longer to show an increase and that was also the situation. In November, industry experts predicted ADR increases would range from 3.8 percent to 4.8 percent on average in 2011 while occupancy growth is expected to slow slightly. With the growth in ADR expected, RevPAR on average is estimated to grow 5.3 percent to 7.4 percent. (Industry experts include Smith Travel Research, Colliers PKF, and PricewaterhouseCoopers). The figures presented are nationwide averages and do not necessarily mean they will occur in a specific market such as Champaign/Urbana.

The current recession has been one of the most severe and long-lasting that the hotel industry has experienced since the Depression. Past patterns of recessionary periods followed by growth are a typical cycle for the hotel industry however this one has had a much longer and more severe impact.

According to the Day of Week Analysis in the STR report, Friday and Saturday nights are the busiest in the competitive market achieving occupancies ranging on average for the past three years from 66.2 percent to 67.9 percent. Tuesday and Wednesday nights achieved occupancies slightly below the weekend nights ranging from 63.4 percent to 63.7 percent on average over the three-year period. The period being reported was for the trailing twelve-months ending November for each of the three years. Average rates are strongest on the weekend ranging from \$109.36 to \$109.93 over the three-year period. Average rates during the peak weekday nights are approximately \$11.00 lower than the weekend rates. The following table details this information.

**Day of Week Analysis
Select Competitive Set
Urbana, Illinois**

Period	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Avg.
12/07-11/08								
<i>Occup.</i>	34.3%	56.7%	70.6%	71.1%	62.9%	66.9%	69.2%	61.6%
<i>ADR</i>	\$97.06	\$100.67	\$100.95	\$100.66	\$100.64	\$109.85	\$110.95	\$103.51
<i>RevPAR</i>	\$33.28	\$57.03	\$71.28	\$71.54	\$63.33	\$73.51	\$76.81	\$63.78
12/08-11/09								
<i>Occup.</i>	32.3%	49.5%	60.7%	61.3%	56.5%	65.2%	66.3%	56.0%
<i>ADR</i>	\$93.64	\$96.95	\$97.50	\$97.43	\$98.22	\$108.31	\$109.35	\$101.00
<i>RevPAR</i>	\$30.20	\$48.02	\$59.22	\$59.68	\$55.47	\$70.66	\$72.52	\$56.52
12/09-11/10								
<i>Occup.</i>	31.9%	50.2%	60.0%	59.9%	56.1%	66.6%	68.2%	56.1%
<i>ADR</i>	\$91.43	\$95.31	\$96.54	\$96.69	\$96.93	\$100.92	\$109.58	\$100.56
<i>RevPar</i>	\$29.16	\$47.86	\$57.96	\$57.95	\$54.38	\$73.19	\$74.74	\$56.47
3-yr Avg.								
<i>Occup.</i>	32.7%	51.9%	63.4%	63.7%	58.3%	66.2%	67.9.0%	57.7%
<i>ADR</i>	\$93.97	\$97.60	\$98.32	\$98.26	\$98.56	\$109.36	\$109.93	\$101.66
<i>RevPAR</i>	\$30.77	\$50.65	\$62.37	\$62.63	\$57.45	\$72.42	\$74.62	\$58.69

Source: Smith Travel Research, Inc.

Demand in the competitive market is strongest in the months of September and October as a result of football games at the University. Summer months experienced strong

occupancies prior to all of the room additions and the impact of the recession.

Smith Travel Research also compiles information for MSAs in north-central Illinois outside of the Chicago metropolitan area. We present this information for the Champaign/Urbana MSA, Peoria/Pekin MSA, Rockford MSA, and the Bloomington/Normal MSA. The data includes information for all hotels reporting in these markets. We included this information for the period 2004-2009 in order to compare the Champaign/Urbana MSA statistics with comparable size market areas in north-central Illinois. The table follows.

**North-Central Illinois MSAs
Performance Statistics
2004-2010**

Year	Champaign/Urbana MSA			Peoria/Pekin MSA			Rockford MSA			Bloomington/Normal MSA		
	Occup.	ADR	RevPar	Occup.	ADR	RevPar	Occup.	ADR	RevPar	Occup.	ADR	RevPar
2004	56.2%	\$63.99	\$35.98	62.4%	\$62.89	\$39.21	64.6%	\$59.47	\$32.50	50.7%	\$62.46	\$31.69
2005	59.7%	\$65.74	\$39.26	60.9%	\$65.47	\$39.87	60.7%	\$60.84	\$36.96	52.8%	\$64.40	\$33.99
2006	57.2%	\$69.91	\$40.00	63.1%	\$68.42	\$43.21	63.6%	\$67.05	\$42.63	59.6%	\$68.67	\$40.90
2007	57.6%	\$74.44	\$42.84	65.1%	\$73.01	\$47.53	56.4%	\$70.70	\$39.90	56.3%	\$75.91	\$42.72
2008	57.4%	\$76.97	\$44.15	59.9%	\$81.29	\$48.70	54.2%	\$74.36	\$40.31	53.6%	\$78.54	\$42.07
2009	51.0%	\$74.77	\$38.16	53.3%	\$79.83	\$42.54	46.2%	\$68.38	\$31.59	52.0%	\$76.74	\$39.88
2010	50.3%	\$75.43	\$37.96	57.5%	\$78.86	\$45.37	51.2%	\$65.24	\$33.40	50.5%	\$77.93	\$39.34

Source: Smith Travel Research, Inc.

The Champaign/Urbana and Bloomington/Normal markets perform very similarly in terms of both occupancy and ADR. The Peoria/Pekin market achieved the highest occupancy and ADR in just about every year. Rockford was keeping pace with the other three markets until 2007 when the performance levels started to drop off and continued to decline. We have knowledge of three of the four markets with the exception being Peoria/Pekin. The recession certainly impacted all of the markets and new supply additions had an impact in Champaign/Urbana and Bloomington/Normal. Rockford has been hit particularly hard in the manufacturing sector with the loss of jobs. All four MSA markets have a similar number of properties existing in the market ranging from 39 to 49 with the number of available rooms ranging from 3,532 to 4,559. The number of properties participating in the survey ranged from 29 to 37 with the number of rooms ranging from 2,733 to 3,368; participation rates ranged from 71 percent to 81 percent. The figures for the number of properties and rooms were as of December 2010; previous years will have varied slightly as new rooms open and hotels close or properties change their participation status.

Demand Mix and Projected Growth in Demand

We estimated the 2010 market mix of the competitive supply was 70 percent corporate individual, 10 percent group, and 20 percent tourist/leisure. We did not break out extended-stay room nights as we believe this is a minimal number for the competitive set as the Homewood Suites is the only true extended-stay hotel.

Corporate individual is the largest segment of demand (161,700 room nights) for the competitive market. This segment includes executives, salespeople, vendors, buyers, consultants and other types of people doing business with the corporations located in the competitive market including the University of Illinois, the two medical facilities, Kraft Foods and others listed in the Major Employer table in an earlier section. This demand segment exhibits weekday demand patterns and is typically strongest on Tuesday and Wednesday nights. Based on our knowledge of the competitive market, discussions with area city officials, and local hotel operators, we estimated that this market segment could experience a compound annual growth rate of 2.0 percent over the period 2010-2016. Several hotel operators told us that the University is facing budget cuts as the State of Illinois is in a very difficult financial situation. This has impacted travel and hiring that in turn impacts hotel stays. This segment will continue to be impacted by what occurs with the University as hoteliers rely on this very large employer. The seasonality of demand, while typically not a factor in the corporate segment, is a factor in this competitive market as it follows the University calendar, September to May.

We did not factor any induced demand into the market with the opening of the Subject Hotel. Typically induced demand is factored in the first year or two when a hotel is new. We believe it will take the Subject Hotel the five years of our projection period to ramp up (reach a stabilized level of occupancy) and because the hotel, as the only addition to the competitive market will not be affiliated with a national brand and will be overcoming a negative reputation, it is our opinion that it will be difficult for the property to induce any "new" room nights into the market.

The **Group** segment with 22,400 room nights is primarily defined as convention, corporate, and SMERF (social, military, educational, religious, fraternal) groups. The competitive set includes three of the largest full-service hotels with meeting space in the market including the Holiday Inn with 18,000 square feet, the I-Hotel with 20,700 square feet and the Hilton Garden Inn with 18,000 square feet. We are not aware what the plans are for the Subject Hotel regarding the meeting space although information we were provided by the hotel broker showed the property contained just over 6,500 square feet which is comparable in size to the Hawthorn Suites. We estimated this segment growth to be 3.4 percent between 2010 and 2016. The growth rate reflects the marketing that the Champaign/Urbana Convention & Visitors Bureau generates for area hotels as discussed during our interview and in this report. The CVB is very pro-active in generating group room nights particularly in the social and sports markets.

The **Tourist/Leisure** segment with 47,300 room nights is the second largest segment of demand and is comprised of those travelers visiting the attractions, events, and festivals in the competitive market area. The proximity of three major interstate highways to the Champaign/Urbana area is a very positive attribute. The University of Illinois generates significant demand in this segment with Big Ten football games, Homecoming, family weekends, and graduations as well as other events that take place at the campus facilities. Youth sports and sports in general are very large in this market and are expected to continue to grow according to the CVB. The Krannert Center on the U of I campus draws performers and attendees throughout the year.

Transient traffic typically grows at lower rates unless there is a new attraction or major development or other specific reason for significant increases in visitation. A new hotel will typically induce demand that has previously not been accommodated by the competitive properties. This is often because of loyalty to a chain, a more desirable location or simply the availability of a new property. Again, we did not induce demand for the Subject Hotel. This demand segment is the most volatile because visitation can be dependent on the weather, scheduled activities, nation-wide economic conditions and such. Based on all of these factors and our discussions with area hotel operators and other knowledgeable sources, we estimated that this market segment could experience a compound annual growth rate of 3.0 percent annually over the period 2010-2016.

The following table summarizes our estimates regarding market supply and demand during the projection period. These estimates were based on our interviews conducted in person during our fieldwork and subsequent interviews conducted on the telephone.

**Total Competitive Market
Subject Hotel
Urbana, Illinois**

Year	Annual Avail. Rooms	Annual Growth Supply	Annual Occupied Rooms	Annual Growth Demand	Market Occupancy
2010	397,120	--%	231,300	--%	58.0%
2011	397,120	11.8	236,700	2.3	59.5
2012	443,840	0.0	242,700	2.5	55.0
2013	443,840	0.0	248,800	2.5	56.0
2014	443,840	0.0	254,600	2.3	57.0
2015	443,840	0.0	260,200	2.2	58.5
2016	443,840	0.0	265,900	2.2	60.0

*Note: Numbers have been rounded. Additions to supply include the Subject Hotel with 128 rooms
Source: Patek Hospitality Consultants, Inc.*

Between 2010 and 2016, supply is estimated to grow at a compound annual growth rate of 1.9 percent while demand is estimated to grow 2.4 percent during this same period. While we believe that occupancies can exceed our estimates stated above, we also know that unforeseen circumstances can cause occupancies to fall below our estimates. From an historical perspective together with the new supply additions, and our discussions of the economy and its impact on the hotel industry expressed throughout this report, a stabilized occupancy of 60.0 percent for the competitive set is reasonable in our opinion. For reference purposes, the occupancy for the competitive market over the past five years ranged from a high of 68.0 percent in 2005 to a low of 55.7 percent in 2009. Occupancy is going to fluctuate based on the number of rooms available, the demand for hotel rooms that is tied in with the economic conditions, the seasonality of demand, rates being charged, and other variables. The market occupancies projected above are comparable to nationwide occupancies as well as the occupancies presented earlier for comparable MSAs in north-central Illinois.

PROJECTED MARKET POSITION AND PENETRATION OF THE SUBJECT HOTEL

Methodology and Assumptions

We assessed the prospective competitive status of the Subject Hotel as compared to the defined competitive lodging supply and as it will be affected by such factors as location, setting, nature and quality of facilities and the extent to which the hotel could capture each demand segment by performing a fair share/penetration analysis. A hotel's fair share of the market is defined as the number of rooms in the hotel divided by the total supply of rooms in the market including the subject hotel. In 2016, the year the property is estimated to reach stabilization, there will be 1,216 available rooms in the competitive market and that is estimated to remain stable over the projection period. Accordingly, the subject's fair share is 128 divided by 1,216 or 10.5 percent.

The methodology used in this analysis considered the factors that we believe influence the prospective success of the Subject Hotel. As stated early in this report, Mr. Yuan purchased the hotel in November 2010 after Marine Bank foreclosed on the property in March 2009. The property had been foreclosed on two or three times prior to the March 2009 foreclosure. Because of the foreclosures and the condition of the property over the past 10-15 years, the property's reputation has not been very positive. It is our opinion this will cause the hotel to reach stabilization at a slower pace than a brand new hotel, as visitors need to be assured that the hotel will be renovated to today's hotel standards. Since we were not given very specific plans for the renovation and associated costs, it is difficult to comment on whether Mr. Yuan's plans will be sufficient in the renovation of the hotel but for purposes of this report, we have assumed the property will be properly renovated.

In addition, the hotel will not be affiliated with a national brand. We understand affiliating this hotel may be cost prohibitive and may not even be feasible for most brands because of the size of the guest bathrooms and other features of the hotel. It will be extremely important that the property be affiliated with some type of frequent guest program and there are such programs available to independent properties. The Subject Hotel will also need to be aggressively marketed and we strongly believe that a manager should be hired that is familiar with the Champaign/Urbana market and has ties to the University as the hotel market is very competitive for this business. It is recommended a full-time salesperson should be hired to market the property.

At one time, the Subject Hotel, formerly known as the Historic Lincoln Hotel and other similar names, was "the hotel" to stay and to hold social functions. The hotel market has changed significantly since this property was a viable hotel product in the market and the room additions that occurred over the past five years have had a negative impact on the market together with the economic downturn. The hotel market is much more competitive as hotel operators are going after the same demand generators and we are not aware of any new demand generators entering the market in the foreseeable future. This competitive environment has affected average rate growth although the economic downturn has had a bigger impact on rate growth the last two years.

We believe the purchase and re-opening of the Subject Hotel in downtown Urbana is very positive and important for the Urbana community and its future development plans as recommended by Business Districts Inc. Our demand interviews indicated downtown Urbana has many positive attributes but also needs to provide additional support amenities such as restaurants and activities that will draw a greater number of people to visit and stay downtown. We believe Mr. Yuan has many challenges ahead but also many opportunities if the renovation and redevelopment of the hotel is done well.

To project occupancy for the Subject Hotel, we considered the property's recommended facilities, services, and amenities (as we know them); the site's location; the competitive properties and the competitive environment in which the hotel will operate. The advantages and disadvantages of the site were discussed in the Site Analysis section of this report. Other

advantages and disadvantages, as well as other factors that will influence the property's ability to capture market demand (and therefore achieve the projected occupancy and ADR levels) are:

1. The Subject property will be not be affiliated with a national brand therefore it is important the hotel be affiliated with a frequent guest program that is available to independent hotels. A frequent guest program allows guests to earn points for their overnight stays and use these points for free future stays. In addition, the hotel will need to be listed with various on-line reservation sources. It is strongly recommended the property hire both a manager and salesperson familiar with the Champaign/Urbana market and the local demand generators, particularly the University of Illinois.
2. The Subject Hotel will be open by January 1, 2012. If the hotel opening is delayed, our estimates regarding future performance could be affected. Our estimates were based on a calendar year.
3. The Subject Hotel will feature 128 rooms and will include the amenities and facilities discussed in the Project Concept section of this report. Plans for the renovation were not provided to us in detail therefore our assumption is the hotel will be renovated to today's hotel standards and will meet and pass all city codes prior to opening. We have also assumed the hotel will be operated as a full-service hotel and it will offer a mix of guest rooms to accommodate the mix of business in the market, food and beverage outlets, meeting space, and public space such as an indoor swimming pool. Should these facilities not open concurrently or within a reasonable timeframe of the hotel's opening, our estimates of performance will be impacted.
4. The Subject Hotel will be owned and operated by Mr. Xiao Jin Yuan. We assume the hotel will be competently and efficiently managed and will have a manager and salesperson as discussed in #1 above.
5. The additions to supply have been taken into account in our analysis. If additional hotels enter the market during our projection period, our occupancy and average daily rate estimates for the proposed hotel could be impacted.

Penetration Analysis

Factors indicating that a hotel would possess competitive advantages suggest a market penetration rate in excess of 100 percent of fair share while competitive weaknesses are reflected in penetration levels of less than 100 percent. There is usually a period of time required after opening for a hotel to reach its full market penetration. We estimate the Subject Hotel will achieve a stabilized penetration of 100 percent of fair share that is its fair share. Stabilization is estimated to occur in the hotel's fifth year of operation in 2016. The projected penetration levels reflect the following considerations.

- **Corporate Individual** - We estimated the subject hotel would achieve below its fair share in this segment. The hotel will compete with numerous branded hotels in the market and with properties that have established corporate accounts. We believe the Subject Hotel has the ability to compete with these hotels at very competitive rates however it may take longer to have an impact in this segment. The proximity of this hotel to the University and other demand generators is very positive and for a downtown location, parking appears to be readily available. We estimated the penetration rates to range between 50 percent and 80 percent throughout the projection period. Our projections for this demand segment are for approximately 15,300 room nights to be accommodated at the Subject hotel in the stabilized year of operation (2016), which represents approximately 54 percent of the hotel's overall captured room nights. This percentage is expected to increase throughout the projection period.
- **Group** - It was estimated the Subject hotel would achieve below its fair share in this segment mainly due to the competition provided by the other full-service hotels with significantly more meeting space and space that is conducive to today's high tech meetings. In order to increase the hotel's market share in this segment, the property will have to offer meeting space that is capable of handling the technological needs of corporate business otherwise the property will capture mostly social business that is primarily held on weekends. Smaller corporate and SMERF groups are the likely demand generators in this segment; corporate groups hold meetings throughout the year and SMERF groups are mostly generated during the summer months or on weekends. It is our opinion the Subject Hotel will be more likely to capture local meetings business such as weddings, social events, departmental meetings that want to get off-site, and other types of meetings that won't necessarily generate a great number of room nights. We estimated the penetration rates to range between 35 percent and 65 percent throughout the projection period. Our projections for this demand segment are for approximately 1,900 room nights to be accommodated at the Subject hotel in the stabilized year of operation (2016), which represents approximately 7 percent of the hotel's overall captured room nights. This percentage is expected to increase slightly throughout the projection period.
- **Tourist/Leisure** - We estimated the Subject hotel would achieve above its fair share in this segment mainly due to the location proximate to the University of Illinois, the Krannert Center, Urbana events and festivals, and other social events that take place in the greater market area, particularly on weekends. We believe the introductory rate structure estimated for the Subject Hotel will be attractive in capturing this market segment. We estimate penetration rates to range between 170 percent and 185 percent from 2012-2016. The Subject Hotel is expected to accommodate approximately 11,000 room nights in the stabilized year of operation that represents approximately 39 percent of total demand.

We estimate the penetration and segmentation of demand for the Subject Hotel over the five-year period, 2012-2016 to be as follows:

**Estimated Penetration and Market Segmentation
Subject Hotel
Urbana, Illinois**

Year/Category	Commercial/Individual	Group	Tourist/Leisure
2012			
Penetration	50%	35%	170%
Room Nights	8,900	900	9,000
Segmentation %	47%	5%	48%
2013			
Penetration	55%	40%	175%
Room Nights	9,900	1,100	9,500
Segmentation %	48%	5%	47%
2014			
Penetration	66%	55%	175%
Room Nights	12,200	1,500	9,800
Segmentation %	52%	6%	42%
2015			
Penetration	73%	60%	180%
Room Nights	13,700	1,700	10,400
Segmentation %	53%	7%	40%
2016			
Penetration	80%	65%	185%
Room Nights	15,300	1,900	11,000
Segmentation %	54%	7%	39%

Source: Patek Hospitality Consultants, Inc.

Projected Occupancy

We have chosen to use a stabilized occupancy of 60 percent, which we believe will be achieved in the fifth year of operation (2016). The stabilized occupancy is intended to reflect the anticipated results of the property over its remaining economic life, given any and all changes in the life cycle of the hotel. Therefore, the stabilized occupancy excludes from consideration any abnormal relation of supply and demand as well as any favorable or unfavorable non-recurring conditions that may result in unusually high or low occupancies.

Although the Subject Hotel may operate at occupancies above this stabilized level, we believe it equally possible for new competition and temporary economic downturns to force the occupancy below this anticipated stabilized level. Assuming a January 1, 2012 opening date, the following occupancy and penetration levels are projected for the Subject Hotel.

**Prospective Performance
Subject Hotel
Urbana, Illinois**

Year	Market Occupancy	Hotel Occupancy	Penetration
2010	58.0%	--	--
2011	59.5		
2012	55.0	40.0%	74%
2013	56.0	44.0	78
2014	57.0	50.0	88
2015	58.5	55.0	94
2016	60.0	60.0	100

Penetration is defined as factors indicating that a hotel would possess competitive advantages suggest a market penetration rate in excess of 100 percent of fair share while competitive weaknesses are reflected in penetration levels of less than 100 percent.

Source: Patek Hospitality Consultants, Inc.

Projected Average Daily Rate (ADR)

According to the STR report, average daily rates in the competitive market increased on average 5.1 percent for the period 2005-2009. The opening of some of the hotels over the past five years had a positive impact on rate growth in the market. However, the economic downturn has impacted rate growth over the past two years and in 2009, rates declined 2.4 percent. Year-to-date through November, rates for the competitive market are down 0.3 percent as compared to a decline of 2.3 percent for the same period in 2009. Industry prognosticators believe that rates will increase nationally in 2011 as presented in an earlier section. While rates may not grow in the local market at the same pace as the larger urban markets, we would expect to see some growth in 2011 and beyond, barring unforeseen circumstances.

Rates in the Champaign/Urbana market are impacted by the state per diem due to the large amount of University of Illinois and state and federal government business. State per diem rates for 2011 are \$70.00 and federal rates are \$77.00. According to local hoteliers, a property has to offer per diem rates because government business generates a large percentage of the overall business generated in the market.

Based on the rate structures at the competitive facilities and their locations, quality levels, chain affiliations, service and facilities offered in comparison to the Subject Hotel, we estimate the Subject Hotel will be able to achieve an average room rate of \$85.00 in 2011 value dollars. Average daily rates are much more difficult to project in light of today's economic conditions

and there are numerous variables to take into account. Rates need to be in line with the product offering (price/value relationship), what the market (consumer) is willing to pay, and the competitive nature of the existing hotels. A “desirable” rate for the Subject Hotel is one that in combination with occupancy will cover debt service on the property. The projected rate takes into account rack rates (published rates), discounted rates offered to preferred customers, and transient discounted rates. It also considers the mix of demand and achievable rate by market segment. The Subject Hotel’s ADR will be influenced by the mix of demand and can be maximized by careful balance of room availability and corporate, group, and transient demand. Rack rates (published rates) for the Subject Hotel are estimated to range from \$89-\$109 depending on the demand segment and time of year. It should be understood that these are introductory rates and we would expect management to provide discounts as needed in order to attract guests until the hotel becomes more established.

Based on local, regional, and national economic trends and predictions, we have forecast the rate increase to be 2.0 percent from 2011-2012, 3.0 percent from 2012-2013, and 5.0 percent thereafter, barring any unforeseen circumstances. Based on these assumptions, the projected average daily room rates for the Subject Hotel are as follows:

**Average Daily Room Rate
2011-2016
Subject Hotel**

Year	Constant 2011 Dollars	Stated Year Dollars
2011	\$85.00	--
2012	85.00	\$86.70
2013	85.00	89.30
2014	85.00	93.80
2015	85.00	98.50
2016	85.00	103.40

Source: Patek Hospitality Consultants, Inc.

CONCLUSION

Based on our market research and the information presented in this report, it is our opinion that the renovation and re-opening of the former Historic Lincoln Hotel (Subject Hotel) is positive and important to the future of downtown Urbana. It is our opinion the hotel and the competitive hotel market in Urbana will face some challenges as discussed in this report as five hotels opened in the market over the past five years and demand has slowed as result of the economic downturn. The financial problems of the State of Illinois and the negative impact on the University of Illinois have hurt the market’s ability to grow. The corporate market is not as strong in the Champaign/Urbana market as compared to other comparable size cities and many hotels rely on University business, as it is the largest employer.

The Subject Hotel also faces some challenges as discussed in an earlier section, i.e. independent hotel, renovation plans, management/sales, former reputation. We believe these challenges can be overcome and have assumed our recommendations will be incorporated. This continues to be a difficult time for the economy and the hotel industry. Based on historical trends of recent recessionary and growth periods, the hotel industry usually lags behind other economic indicators.

Our assumptions are based on the hotel being affiliated with a frequent guest program and other on-line reservation and sales programs as well as an aggressive sales effort in place prior to the hotel's opening and aggressive and competent management once the hotel is open. We have also assumed that the local, regional, and national economy will begin to show some growth during our projection period. Should any of these assumptions not occur as projected or if unforeseen circumstances occur locally or on a national level, our estimates could be negatively affected.

ASSUMPTIONS AND LIMITING CONDITIONS

1. This document is to be used in whole and not in part.
2. Our conclusions are explicitly based upon the assumption that the Subject Hotel will be re-developed and renovated to competitive standards, operated in a manner typical of a quality hotel, and include the assumed facilities and amenities as set forth in this report. It is expressly understood that the conclusions of this analysis could change upon any deviation from this assumption. Furthermore, the changes that might arise could be material. For the purposes of this engagement we have assumed that the Subject Hotel will open January 1, 2012, and contain approximately 128 rooms. The hotel will operate as an independent hotel, be operated by competent management, and be effectively marketed to the appropriate demand segments identified in this report. We have no obligation to update our findings regarding changes to the scope of the proposed development including (but not limited to) changes in the guestroom inventory, ancillary facilities program, and lodging product concept.
3. As in all studies of this type, the estimated results are based upon competent and efficient management and effective marketing.
4. Estimated results are also based on an evaluation of the present general economy of the area and do not take into account, or make provisions for, the effect of any sharp rise or decline in local or general economic conditions, which may occur. There usually will be differences between the estimated and actual results, because events and circumstances frequently do not occur as expected. Such differences may be material.
5. It is expressly understood that the scope of our study and report thereon does not include the possible impact of zoning or environmental regulations, licensing requirements or other such restrictions concerning the project except where such matters have been brought to our attention and disclosed in the report.
6. We have no obligation to update our findings regarding changes to the scope of the proposed development or changes in market conditions subsequent to the completion of our fieldwork. The information gathered during the course of the fieldwork and used in this analysis is assumed to be accurate, although we cannot guarantee its accuracy.
7. Neither all nor part of the contents of this report shall be disseminated to the public through advertising media, news media, sales media, or any public means of communication without the prior written consent and approval of Patek Hospitality Consultants, Inc.

8. No liability is assumed for matters legal in nature. Patek Hospitality Consultants, Inc. cannot be held liable in any cause of action concerning this assignment for any compensatory dollar amount over and above the total fees collected from this engagement.
9. Any and all legal expenses incurred in the defense or representation of Patek Hospitality Consultants, Inc., its principals, and its employees will be the responsibility of the client.
10. We are not required to give testimony or attendance in court by reason of this assignment, with reference to the property in question, unless prior arrangements have been made and agreed to in writing.
11. The current economic conditions and the impact on the hotel industry and particularly average daily rate have made estimating ADR and the future market position for the Subject Hotel a challenge. What also makes estimating the future performance for this hotel a challenge is that the renovation of the hotel is a work in progress and it could change from what we have been told. We have taken a more conservative approach moving forward on this project because of these factors.
12. Patek Hospitality Consultants, Inc. is not obligated, or qualified, to predict future political, economic or social trends that may or may not occur as a result. Additionally, Patek Hospitality Consultants, Inc. reserves the right to make such adjustments to the analyses, opinions and conclusions set forth in this report as may be required by consideration of additional data or more reliable data that may become available outside of the scope of this initial engagement.

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Experience:

- 6/93-Present ***Patek Hospitality Consultants, Inc.***, President
 Sussex, Wisconsin (formerly located in Oak Park, Illinois)
 Conduct market demand, economic financial feasibility and impact studies for the hospitality industry. Provide consulting services to owners, operators, developers and lending institutions in the hospitality industry.
- 3/89-5/93 ***BDO Seidman***, Senior Manager, Hospitality Consulting Group
 Chicago, Illinois
 Hired, trained and supervised four staff consultants. Conducted studies regarding market demand, economic feasibility, impact analysis and site selection for the hospitality industry.
- 3/83-3/89 ***Pannell Kerr Forster***, Senior Manager, Management Advisory Services
 Chicago, Illinois
 Conducted market demand and feasibility studies for hotels, resorts and conference/convention centers; supervised three staff consultants together with six-month intern program; coordinated publication for the Midwest edition of Trends, a monthly survey outlining trends in the industry including collection, calculation and analysis of all data used.
- 1/82-2/83 ***University of Wisconsin***, Mkt. Research Asst., Recreation Resources Ctr.
 Madison, Wisconsin
 Conducted market research for feasibility studies and valuations of hotels.

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 Bachelor of Science in Hotel and Restaurant Management, December 1981

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ADDENDUM
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Urbana, IL Area Selected Properties

January 2004 to November 2010
Currency: USD - US Dollar

Job Number: 333095_SADIM Staff: SS Created: December 29, 2010

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Tab 2 - Data by Measure

Urbana, IL Area Selected Properties

Job Number: 333095_SADIM Staff: SS Created: December 29, 2010

Occupancy (%)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2004	52.1	68.0	73.4	73.9	67.6	74.9	66.3	67.5	66.8	79.3	63.6	41.3	66.0	68.5
2005	55.5	60.9	66.8	71.6	71.8	78.3	71.6	73.1	73.7	83.4	66.9	45.6	68.0	70.4
2006	44.7	62.6	60.7	64.2	63.4	68.4	62.7	65.1	72.0	74.0	56.2	35.6	60.4	63.0
2007	46.1	64.4	61.8	57.2	64.6	71.0	61.8	66.2	69.1	77.9	57.2	36.2	61.2	63.8
2008	45.9	63.7	58.6	72.6	71.9	64.2	64.4	61.6	66.2	74.9	57.9	37.5	61.4	63.9
2009	45.5	60.5	55.3	60.1	58.2	62.7	54.6	59.4	59.7	66.4	51.5	36.1	55.7	57.6
2010	39.4	53.9	53.9	61.2	62.7	63.7	55.8	58.6	65.1	68.7	55.1		58.0	
Avg	46.1	61.3	60.2	64.9	65.2	67.9	61.3	63.5	66.7	73.8	57.4	38.2	61.4	62.6

ADR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2004	73.64	78.20	77.98	81.25	81.17	76.17	77.16	77.22	84.00	83.35	80.40	72.59	78.91	79.29
2005	77.29	85.80	79.95	84.62	85.51	81.35	83.47	84.02	91.29	90.18	85.35	79.55	84.33	84.65
2006	84.66	93.38	90.25	91.22	92.92	88.26	88.57	88.99	97.30	95.89	102.79	90.57	92.37	92.47
2007	94.69	100.63	97.74	103.20	101.08	97.36	95.67	98.24	104.27	112.57	101.56	96.73	100.86	101.09
2008	96.54	105.50	97.69	104.54	103.80	101.93	101.10	100.34	105.55	113.01	106.80	93.30	103.26	103.85
2009	96.55	103.45	98.19	107.29	105.85	96.77	92.08	94.74	102.46	110.57	104.38	89.68	100.78	101.45
2010	89.89	102.80	95.43	107.01	108.48	94.92	92.72	92.26	104.52	112.73	106.12		100.78	101.19
Avg	89.01	97.28	91.91	98.70	98.83	92.09	91.11	92.05	99.95	104.81	99.73	87.82	94.84	96.30

RevPAR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2004	38.36	53.20	57.27	60.04	54.84	57.03	51.18	52.11	56.09	66.14	51.13	29.98	52.11	54.30
2005	42.88	52.21	53.41	60.55	61.37	63.68	59.77	61.44	67.27	75.18	57.10	36.29	57.37	59.57
2006	37.81	58.48	58.52	58.56	58.91	60.35	55.57	57.93	70.06	70.94	57.77	32.20	55.77	58.24
2007	43.68	64.85	60.36	59.03	65.32	69.14	59.15	65.04	72.01	87.69	58.06	35.03	61.71	64.26
2008	44.32	67.24	57.24	75.91	74.64	65.39	65.06	61.77	69.87	84.62	61.86	34.99	63.44	66.31
2009	44.86	62.54	54.28	64.45	61.58	60.63	50.23	56.28	61.14	73.41	53.77	32.41	56.14	58.44
2010	35.41	55.37	51.45	65.52	68.05	60.41	51.71	54.06	68.03	77.46	58.46		58.70	
Avg	41.05	59.65	55.31	64.03	64.39	62.56	55.83	58.42	66.67	77.38	57.20	33.58	58.21	60.29

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2004	17,577	15,876	17,577	17,010	17,577	17,010	17,577	17,577	17,010	17,577	17,010	18,755	208,133	189,378
2005	18,755	16,940	18,755	18,150	18,755	18,150	18,755	18,755	18,150	18,755	18,150	21,049	223,119	202,070
2006	21,049	19,012	21,049	20,370	21,049	20,370	21,049	21,049	20,370	21,049	23,340	24,118	253,874	229,756
2007	24,118	21,784	24,118	26,280	27,156	26,280	27,156	27,156	26,280	27,156	26,280	27,156	310,920	283,764
2008	27,156	24,528	27,156	26,280	27,156	26,280	27,156	31,062	30,060	31,062	30,060	31,062	339,018	307,956
2009	31,062	28,056	31,062	30,060	31,062	30,060	33,728	33,728	32,640	33,728	32,640	33,728	381,554	347,826
2010	33,728	30,464	33,728	32,640	33,728	32,640	33,728	33,728	32,640	33,728	32,640		363,392	
Avg	24,778	22,380	24,778	24,399	25,212	24,399	25,593	26,151	25,307	26,151	25,731	25,978	286,103	274,877

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2004	9,157	10,800	12,908	12,571	11,876	12,736	11,657	11,861	11,359	13,947	10,818	7,746	137,436	129,690
2005	10,405	10,308	12,528	12,987	13,461	14,208	13,430	13,714	13,375	15,636	12,143	9,603	151,798	142,195
2006	9,402	11,906	12,786	13,076	13,345	13,928	13,206	13,701	14,667	15,573	13,116	8,576	153,282	144,706
2007	11,124	14,038	14,894	15,031	17,549	18,662	16,789	17,979	18,148	21,154	15,023	9,833	190,224	180,391
2008	12,466	15,633	15,912	19,082	19,527	18,861	17,476	19,121	19,898	23,260	17,410	11,650	208,296	196,646
2009	14,140	16,960	17,172	18,057	18,072	18,834	18,399	20,036	19,478	22,391	16,813	12,191	212,543	200,352
2010	13,286	16,409	18,183	19,985	21,156	20,794	18,812	19,764	21,243	23,174	17,979		210,785	
Avg	11,426	13,722	14,912	15,827	16,427	16,575	15,681	16,597	16,881	19,305	14,757	9,933	175,597	172,109

Revenue (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2004	674,335	844,529	1,006,595	1,021,358	963,979	970,142	899,507	915,857	954,116	1,162,488	869,792	562,303	10,845,001	10,282,698
2005	804,233	884,384	1,001,649	1,098,927	1,151,048	1,155,810	1,120,966	1,152,276	1,220,986	1,410,028	1,036,430	763,872	12,800,609	12,036,737
2006	795,948	1,111,764	1,153,975	1,192,803	1,240,075	1,229,254	1,169,602	1,219,305	1,427,170	1,493,266	1,348,246	776,692	14,158,100	13,381,408
2007	1,053,355	1,412,690	1,455,812	1,551,255	1,773,839	1,816,928	1,606,180	1,766,184	1,892,323	2,381,322	1,525,751	951,152	19,186,791	18,235,639
2008	1,203,447	1,649,324	1,554,512	1,994,844	2,026,992	1,776,668	1,706,851	1,919,592	2,100,293	2,628,593	1,859,443	1,086,895	21,508,194	20,421,299
2009	1,393,478	1,754,523	1,686,035	1,937,395	1,912,885	1,822,634	1,694,188	1,898,290	1,995,713	2,475,874	1,754,981	1,093,270	21,419,266	20,325,996
2010	1,194,331	1,686,828	1,735,236	2,138,633	2,295,050	1,971,783	1,744,177	1,823,471	2,220,374	2,612,405	1,908,015		21,330,303	
Avg	1,017,018	1,334,863	1,370,545	1,562,174	1,623,395	1,526,446	1,428,782	1,527,711	1,687,274	2,023,425	1,471,808	872,364	16,652,994	16,573,440

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Tab 3 - Percent Change from Previous Year - Detail by Measure

Urbana, IL Area Selected Properties
 Job Number: 333095_SADIM Staff: SS Created: December 29, 2010

Occupancy	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2005	6.5	-10.6	-9.0	-3.2	6.2	4.6	8.0	8.4	10.4	5.1	5.2	10.5	3.0	2.8
2006	-19.5	2.9	-9.1	-10.3	-11.7	-12.7	-12.4	-11.0	-2.3	-11.3	-16.0	-22.1	-11.3	-10.5
2007	3.3	2.9	1.7	-10.9	1.9	3.9	-1.5	1.7	-4.1	5.3	1.7	1.8	1.3	0.9
2008	-0.5	-1.1	-5.1	27.0	11.3	-9.7	4.1	-7.0	-4.1	-3.9	1.3	3.6	0.4	0.4
2009	-0.8	-5.2	-5.7	-17.3	-19.1	-2.3	-15.2	-3.5	-8.8	-11.3	-11.1	-3.6	-9.3	-8.8
2010	-13.5	-10.9	-2.5	1.9	7.8	1.7	2.2	-1.4	9.1	3.5	6.9	-2.0	-3.2	0.7
Avg	-4.1	-3.6	-4.9	-2.1	-0.6	-2.4	-2.5	-2.1	-0.2	-2.1	-2.0	-2.0	-3.2	-2.6

ADR	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2005	5.0	9.7	2.5	4.1	5.3	6.8	8.2	8.8	8.7	8.2	6.2	9.6	6.9	6.8
2006	9.5	8.8	12.9	7.8	8.7	8.5	6.1	5.9	6.6	6.3	20.4	13.9	9.5	9.2
2007	11.9	7.8	8.3	13.1	8.8	10.3	8.0	10.4	7.2	17.4	-1.2	6.8	9.2	9.3
2008	1.9	4.8	-0.1	1.3	2.7	4.7	5.7	2.1	1.2	0.4	5.2	-3.6	2.4	2.7
2009	2.1	-1.9	0.5	2.6	2.0	-5.1	-8.9	-5.6	-2.9	-2.2	-2.3	-3.9	-2.4	-2.3
2010	-8.8	-0.6	-2.8	-0.3	2.5	-2.0	0.7	-2.6	2.0	1.9	1.7	-2.0	-0.3	-0.3
Avg	3.6	4.8	3.6	4.8	5.0	3.9	3.3	3.2	3.8	5.4	5.0	4.6	5.1	4.2

RevPAR	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2005	11.8	-1.9	-6.7	0.8	11.9	11.7	16.8	17.9	19.9	13.7	11.7	21.0	10.1	9.7
2006	-11.8	12.0	2.7	-3.3	-4.0	-5.2	-7.0	-5.7	4.1	-5.6	1.2	-11.3	-2.8	-2.2
2007	15.5	10.9	10.1	0.8	10.9	14.6	6.4	12.3	2.8	23.6	0.5	8.8	10.7	10.3
2008	1.5	3.7	-5.2	28.6	14.3	-5.4	10.0	-5.0	-3.0	-3.5	6.5	-0.1	2.8	3.2
2009	1.2	-7.0	-5.2	-15.1	-17.5	-7.3	-22.8	-8.9	-12.5	-13.3	-13.1	-7.4	-11.5	-11.9
2010	-21.1	-11.5	-5.2	1.7	10.5	-0.4	3.0	-3.9	11.3	5.5	8.7	-2.0	0.4	0.4
Avg	-0.5	1.0	-1.6	2.3	4.3	1.3	1.1	1.1	3.8	3.4	2.6	2.2	1.9	1.6

Supply	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2005	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	12.2	7.2	6.7
2006	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	28.6	14.6	13.8	13.7
2007	14.6	14.6	14.6	29.0	29.0	29.0	29.0	29.0	29.0	29.0	12.6	12.6	22.5	23.5
2008	12.6	12.6	12.6	0.0	0.0	0.0	0.0	14.4	14.4	14.4	14.4	14.4	9.0	8.5
2009	14.4	14.4	14.4	14.4	14.4	14.4	24.2	8.6	8.6	8.6	8.6	8.6	12.5	12.9
2010	8.6	8.6	8.6	8.6	8.6	8.6	0.0	0.0	0.0	0.0	0.0	0.0	4.5	4.5
Avg	11.5	11.5	11.5	11.8	11.8	11.8	12.0	11.8	11.8	11.8	11.8	12.5	13.0	11.6

Demand	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2005	13.6	-4.6	-2.9	3.3	13.3	11.6	15.2	15.6	17.7	12.1	12.2	24.0	10.4	9.6
2006	-9.6	15.5	2.1	0.7	-0.9	-2.0	-1.7	-0.1	9.7	-0.4	8.0	-10.7	1.0	1.8
2007	18.3	17.9	16.5	15.0	31.5	34.0	27.1	31.2	23.7	35.8	14.5	14.7	24.1	24.7
2008	12.1	11.4	6.8	27.0	11.3	-9.7	4.1	6.4	9.6	10.0	15.9	18.5	9.5	9.0
2009	13.4	8.5	7.9	-5.4	-7.5	11.7	5.3	4.8	-2.1	-3.7	-3.4	4.6	2.0	1.9
2010	-6.0	-3.2	5.9	10.7	17.1	10.4	2.2	-1.4	9.1	3.5	6.9	10.2	9.4	8.7
Avg	7.0	7.6	6.0	8.5	10.8	9.3	8.7	9.4	11.3	9.5	9.0	10.2	9.4	8.7

Revenue	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2005	19.3	4.7	-0.5	7.6	19.4	19.1	24.6	25.8	28.0	21.3	19.2	35.8	18.0	17.1
2006	-1.0	25.7	15.2	8.5	7.7	6.4	4.3	5.8	16.9	5.9	30.1	1.7	10.6	11.2
2007	32.3	27.1	26.2	30.1	43.0	47.8	37.3	44.9	32.6	59.5	13.2	22.5	35.5	36.3
2008	14.2	16.8	6.8	28.6	14.3	-5.4	10.0	8.6	11.0	10.4	21.9	14.3	12.1	12.0
2009	15.8	6.4	8.5	-2.9	-5.6	6.1	-4.1	-1.1	-5.0	-5.8	-5.6	0.6	-0.4	-0.5
2010	-14.3	-3.9	2.9	10.4	20.0	8.2	3.0	-3.9	11.3	5.5	8.7	15.0	4.9	4.9
Avg	11.1	12.8	9.8	13.7	16.5	13.7	12.5	13.4	15.8	16.1	14.6	15.0	15.2	13.5

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Tab 4 - Percent Change from Previous Year - Detail by Year

Urbana, IL Area Selected Properties

Job Number: 333095_SADIM Staff: SS Created: December 29, 2010

	Jan 05	Feb 05	Mar 05	Apr 05	May 05	Jun 05	Jul 05	Aug 05	Sep 05	Oct 05	Nov 05	Dec 05	Total Year	Nov YTD
Occ	6.5	-10.6	-9.0	-3.2	6.2	4.6	8.0	8.4	10.4	5.1	5.2	10.5	3.0	2.8
ADR	5.0	9.7	2.5	4.1	5.3	6.8	8.2	8.8	8.7	8.2	6.2	9.6	6.9	6.8
RevPAR	11.8	-1.9	-6.7	0.8	11.9	11.7	16.8	17.9	19.9	13.7	11.7	21.0	10.1	9.7
Supply	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	12.2	7.2	6.7
Demand	13.6	-4.6	-2.9	3.3	13.3	11.6	15.2	15.6	17.7	12.1	12.2	24.0	10.4	9.6
Revenue	19.3	4.7	-0.5	7.6	19.4	19.1	24.6	25.8	28.0	21.3	19.2	35.8	18.0	17.1

	Jan 06	Feb 06	Mar 06	Apr 06	May 06	Jun 06	Jul 06	Aug 06	Sep 06	Oct 06	Nov 06	Dec 06	Total Year	Nov YTD
Occ	-19.5	2.9	-9.1	-10.3	-11.7	-12.7	-12.4	-11.0	-2.3	-11.3	-16.0	-22.1	-11.3	-10.5
ADR	9.5	8.8	12.9	7.8	8.7	8.5	6.1	5.9	6.6	6.3	20.4	13.9	9.5	9.2
RevPAR	-11.8	12.0	2.7	-3.3	-4.0	-5.2	-7.0	-5.7	4.1	-5.6	1.2	-11.3	-2.8	-2.2
Supply	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	28.6	14.6	13.8	13.7
Demand	-9.6	15.5	2.1	0.7	-0.9	-2.0	-1.7	-0.1	9.7	-0.4	8.0	-10.7	1.0	1.8
Revenue	-1.0	25.7	15.2	8.5	7.7	6.4	4.3	5.8	16.9	5.9	30.1	1.7	10.6	11.2

	Jan 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Total Year	Nov YTD
Occ	3.3	2.9	1.7	-10.9	1.9	3.9	-1.5	1.7	-4.1	5.3	1.7	1.8	1.3	0.9
ADR	11.9	7.8	8.3	13.1	8.8	10.3	8.0	10.4	7.2	17.4	-1.2	6.8	9.2	9.3
RevPAR	15.5	10.9	10.1	0.8	10.9	14.6	6.4	12.3	2.8	23.6	0.5	8.8	10.7	10.3
Supply	14.6	14.6	14.6	29.0	29.0	29.0	29.0	29.0	29.0	29.0	12.6	12.6	22.5	23.5
Demand	18.3	17.9	16.5	15.0	31.5	34.0	27.1	31.2	23.7	35.8	14.5	14.7	24.1	24.7
Revenue	32.3	27.1	26.2	30.1	43.0	47.8	37.3	44.9	32.6	59.5	13.2	22.5	35.5	36.3

	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Total Year	Nov YTD
Occ	-0.5	-1.1	-5.1	27.0	11.3	-9.7	4.1	-7.0	-4.1	-3.9	1.3	3.6	0.4	0.4
ADR	1.9	4.8	-0.1	1.3	2.7	4.7	5.7	2.1	1.2	0.4	5.2	-3.6	2.4	2.7
RevPAR	1.5	3.7	-5.2	28.6	14.3	-5.4	10.0	-5.0	-3.0	-3.5	6.5	-0.1	2.8	3.2
Supply	12.6	12.6	12.6	0.0	0.0	0.0	0.0	14.4	14.4	14.4	14.4	14.4	9.0	8.5
Demand	12.1	11.4	6.8	27.0	11.3	-9.7	4.1	6.4	9.6	10.0	15.9	18.5	9.5	9.0
Revenue	14.2	16.8	6.8	28.6	14.3	-5.4	10.0	8.6	11.0	10.4	21.9	14.3	12.1	12.0

	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Total Year	Nov YTD
Occ	-0.8	-5.2	-5.7	-17.3	-19.1	-2.3	-15.2	-3.5	-9.8	-11.3	-11.1	-3.6	-9.3	-9.8
ADR	2.1	-1.9	0.5	2.6	2.0	-5.1	-8.9	-5.6	-2.9	-2.2	-2.3	-3.9	-2.4	-2.3
RevPAR	1.2	-7.0	-5.2	-15.1	-17.5	-7.3	-22.8	-8.9	-12.5	-13.3	-13.1	-7.4	-11.5	-11.9
Supply	14.4	14.4	14.4	14.4	14.4	14.4	24.2	8.6	8.6	8.6	8.6	8.6	12.5	12.9
Demand	13.4	8.5	7.9	-5.4	-7.5	11.7	5.3	4.8	-2.1	-3.7	-3.4	4.6	2.0	1.9
Revenue	15.8	6.4	8.5	-2.9	-5.6	6.1	-4.1	-1.1	-5.0	-5.8	-5.6	0.6	-0.4	-0.5

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Total Year	Nov YTD
Occ	-13.5	-10.9	-2.5	1.9	7.8	1.7	2.2	-1.4	9.1	3.5	6.9			0.7
ADR	-8.8	-0.6	-2.8	-0.3	2.5	-2.0	0.7	-2.6	2.0	1.9	1.7			-0.3
RevPAR	-21.1	-11.5	-5.2	1.7	10.5	-0.4	3.0	-3.9	11.3	5.5	8.7			0.4
Supply	8.6	8.6	8.6	8.6	8.6	8.6	0.0	0.0	0.0	0.0	0.0			4.5
Demand	-6.0	-3.2	5.9	10.7	17.1	10.4	2.2	-1.4	9.1	3.5	6.9			5.2
Revenue	-14.3	-3.9	2.9	10.4	20.0	8.2	3.0	-3.9	11.3	5.5	8.7			4.9

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Tab 5 - Twelve Month Moving Average

Urbana, IL Area Selected Properties

Job Number: 333095_SADIM Staff: SS Created: December 29, 2010

Occupancy (%)	January	February	March	April	May	June	July	August	September	October	November	December
2005	66.3	65.7	65.1	65.0	65.4	65.7	66.2	66.7	67.2	67.6	67.9	68.0
2006	66.9	67.0	66.4	65.8	65.1	64.4	63.7	63.1	63.0	62.4	61.5	60.4
2007	60.3	60.5	60.6	60.0	60.2	60.6	60.6	60.8	60.7	61.3	61.4	61.2
2008	61.0	61.0	60.7	62.0	62.6	62.1	62.3	61.9	61.7	61.6	61.6	61.4
2009	61.2	61.0	60.7	59.7	58.7	58.6	57.8	57.6	57.1	56.5	56.0	55.7
2010	55.1	54.6	54.5	54.6	55.0	55.2	55.3	55.2	55.7	55.9	56.1	

ADR (\$)	January	February	March	April	May	June	July	August	September	October	November	December
2005	79.14	79.71	79.89	80.21	80.64	81.11	81.66	82.24	82.93	83.65	84.03	84.33
2006	84.83	85.44	86.29	86.85	87.50	88.15	88.59	89.04	89.64	90.22	91.67	92.37
2007	93.00	93.65	94.31	95.39	96.19	96.97	97.48	98.21	98.89	100.69	100.61	100.86
2008	100.94	101.33	101.31	101.48	101.74	102.17	102.62	102.80	102.94	103.08	103.51	103.26
2009	103.34	103.19	103.20	103.42	103.60	103.12	102.34	101.80	101.51	101.21	101.00	100.78
2010	100.24	100.18	99.94	99.98	100.32	100.10	100.14	99.92	100.14	100.40	100.56	

RevPAR (\$)	January	February	March	April	May	June	July	August	September	October	November	December
2005	52.43	52.36	52.04	52.13	52.72	53.30	54.03	54.83	55.76	56.59	57.05	57.37
2006	56.75	57.23	57.32	57.18	57.00	56.78	56.43	56.18	56.51	56.32	56.40	55.77
2007	56.10	56.66	57.15	57.23	57.90	58.77	59.04	59.68	60.06	61.77	61.75	61.71
2008	61.59	61.80	61.53	62.91	63.70	63.40	63.90	63.50	63.50	63.50	63.78	63.44
2009	63.27	62.93	62.61	61.78	60.78	60.44	59.16	58.68	58.00	57.18	56.52	56.14
2010	55.23	54.71	54.46	54.62	55.22	55.23	55.36	55.17	55.74	56.08	56.47	

Supply	January	February	March	April	May	June	July	August	September	October	November	December
2005	209,311	210,375	211,553	212,693	213,871	215,011	216,189	217,367	218,507	219,685	220,825	223,119
2006	225,413	227,485	229,779	231,999	234,293	236,513	238,807	241,101	243,321	245,615	250,805	253,874
2007	256,943	259,715	262,784	268,694	274,801	280,711	286,818	292,925	298,835	304,942	307,882	310,920
2008	313,958	316,702	319,740	319,740	319,740	319,740	319,740	323,646	327,426	331,332	335,112	339,018
2009	342,924	346,452	350,358	354,138	358,044	361,824	368,396	371,062	373,642	376,308	378,888	381,554
2010	384,220	386,628	389,294	391,874	394,540	397,120	397,120	397,120	397,120	397,120	397,120	

Demand	January	February	March	April	May	June	July	August	September	October	November	December
2005	138,684	138,192	137,872	138,228	139,813	141,285	143,058	144,911	146,927	148,616	149,941	151,798
2006	150,795	152,393	152,651	152,740	152,624	152,344	152,120	152,107	153,399	153,336	154,309	153,282
2007	155,004	157,136	159,244	161,199	165,403	170,137	173,720	177,988	181,479	187,060	188,967	190,224
2008	191,566	193,161	194,179	198,230	200,208	198,407	199,094	200,236	201,986	204,092	206,479	208,296
2009	209,970	211,297	212,557	211,532	210,077	212,050	212,973	213,888	213,468	212,599	212,002	212,543
2010	211,689	211,138	212,149	214,077	217,161	219,121	219,534	219,262	221,027	221,810	222,976	

Revenue (\$)	January	February	March	April	May	June	July	August	September	October	November	December
2005	10,974,899	11,014,754	11,009,808	11,087,377	11,274,446	11,460,114	11,681,573	11,917,992	12,184,862	12,432,402	12,599,040	12,800,609
2006	12,792,324	13,019,704	13,172,030	13,265,906	13,354,933	13,428,377	13,477,013	13,544,042	13,750,226	13,833,464	14,145,280	14,158,100
2007	14,415,507	14,716,433	15,018,270	15,376,722	15,910,486	16,498,160	16,934,738	17,481,617	17,946,770	18,834,826	19,012,331	19,186,791
2008	19,336,883	19,573,517	19,672,217	20,115,806	20,368,859	20,270,499	20,431,170	20,583,578	20,791,488	21,038,759	21,372,451	21,508,194
2009	21,698,225	21,803,424	21,934,947	21,877,498	21,763,491	21,867,557	21,794,894	21,774,592	21,670,072	21,517,353	21,412,891	21,419,266
2010	21,220,119	21,152,424	21,201,625	21,402,863	21,785,028	21,934,177	21,984,166	21,909,347	22,134,008	22,270,539	22,423,573	

High value is boxed. Low value is boxed and italicized.

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Tab 6 - Day of Week Analysis

Urbana, IL Area Selected Properties

Job Number: 333095_SADIM Staff: SS Created: December 29, 2010

Occupancy (%)								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Dec - 09	22.3	34.4	41.7	41.2	33.9	38.3	39.2	36.1
Jan - 10	19.5	35.3	47.6	44.7	41.0	42.9	47.0	39.4
Feb - 10	23.8	50.0	60.6	52.2	58.8	62.4	69.2	53.9
Mar - 10	30.7	50.1	55.1	58.0	57.2	68.1	57.9	53.9
Apr - 10	29.1	54.3	62.0	66.2	57.3	84.1	70.8	61.2
May - 10	35.6	41.9	59.3	63.8	65.0	91.5	87.6	62.7
Jun - 10	43.3	59.9	65.8	65.1	60.4	70.3	80.3	63.7
Jul - 10	39.6	52.6	63.3	62.7	55.8	62.0	63.5	55.8
Aug - 10	39.1	60.7	66.7	69.8	59.3	55.9	61.1	58.6
Sep - 10	39.0	57.6	72.8	67.1	59.1	74.9	86.2	65.1
Oct - 10	34.6	60.2	73.8	75.2	68.5	85.6	83.7	68.7
Nov - 10	25.9	46.2	55.7	55.2	61.7	73.3	69.7	55.1
Total Year	31.9	50.2	60.0	59.9	56.1	66.6	68.2	56.1

Three Year Occupancy (%)								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Dec 07 - Nov 08	34.3	56.7	70.6	71.1	62.9	66.9	69.2	61.6
Dec 08 - Nov 09	32.3	49.5	60.7	61.3	56.5	65.2	66.3	56.0
Dec 09 - Nov 10	31.9	50.2	60.0	59.9	56.1	66.6	68.2	56.1
Total 3 Yr	32.7	51.9	63.4	63.7	58.3	66.2	67.9	57.7

ADR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Dec - 09	83.45	86.64	90.47	91.87	89.21	90.74	91.43	89.68
Jan - 10	86.91	95.01	94.63	93.89	88.78	85.37	86.08	89.89
Feb - 10	92.55	97.57	97.65	98.57	109.76	111.01	104.48	102.80
Mar - 10	88.97	96.46	97.44	95.28	96.30	94.92	94.92	95.43
Apr - 10	89.07	96.30	97.58	97.08	95.83	122.19	128.92	107.01
May - 10	96.20	93.61	96.19	97.18	100.01	124.27	125.67	108.46
Jun - 10	95.27	96.59	96.89	96.06	92.25	93.12	93.33	94.82
Jul - 10	88.70	93.79	95.76	96.99	91.66	90.86	90.66	92.72
Aug - 10	89.49	93.43	93.25	93.99	92.43	89.09	92.44	92.26
Sep - 10	97.29	97.55	99.43	100.99	101.59	113.49	114.92	104.52
Oct - 10	93.81	97.45	100.61	99.65	103.55	133.52	132.03	112.73
Nov - 10	87.35	96.09	96.76	95.97	97.17	124.95	126.83	106.12
Total Year	91.43	95.31	96.54	96.69	96.93	109.92	109.58	100.56

Three Year ADR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Dec 07 - Nov 08	97.06	100.67	100.95	100.66	100.64	109.85	110.95	103.51
Dec 08 - Nov 09	93.64	96.95	97.50	97.43	98.22	108.31	109.35	101.00
Dec 09 - Nov 10	91.43	95.31	96.54	96.69	96.93	109.92	109.58	100.56
Total 3 Yr	93.97	97.60	98.32	98.26	98.56	109.36	109.93	101.66

RevPAR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Dec - 09	18.59	29.83	37.68	37.81	30.26	34.80	35.80	32.41
Jan - 10	16.92	33.53	45.07	41.94	36.40	36.66	40.42	35.41
Feb - 10	22.07	48.75	59.16	51.46	64.56	69.28	72.32	55.37
Mar - 10	27.28	48.28	53.66	55.30	54.32	65.62	54.94	51.45
Apr - 10	25.91	52.28	60.53	64.27	54.91	102.78	91.31	65.52
May - 10	34.29	39.24	57.09	61.99	65.00	113.69	110.14	68.05
Jun - 10	41.22	57.85	63.72	62.57	55.68	65.50	74.98	60.41
Jul - 10	35.10	49.37	60.63	60.83	51.11	47.22	57.56	51.71
Aug - 10	34.97	56.69	62.18	65.60	54.82	49.80	56.47	54.06
Sep - 10	37.94	56.16	72.42	67.73	60.01	84.94	99.05	68.03
Oct - 10	32.44	58.62	74.22	74.94	70.92	114.31	110.51	77.46
Nov - 10	22.64	44.36	53.85	53.01	59.94	91.60	88.46	58.46
Total Year	29.16	47.86	57.96	57.95	54.38	73.19	74.74	56.47

Three Year RevPAR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Dec 07 - Nov 08	33.28	57.03	71.28	71.54	63.33	73.51	76.81	63.78
Dec 08 - Nov 09	30.20	48.02	59.22	59.68	55.47	70.66	72.52	56.52
Dec 09 - Nov 10	29.16	47.86	57.96	57.95	54.38	73.19	74.74	56.47
Total 3 Yr	30.77	50.65	62.37	62.63	57.45	72.42	74.62	58.69

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Tab 7 - Raw Data

Urbana, IL Area Selected Properties
 Job Number: 333095_SAUIM Staff: SS Created: December 29, 2010

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants										
Jan 04	52.1		73.64		38.36		17,577		9,151		1,674,335		4	567	100.0
Feb 04	68.0		78.20		53.20		15,876		10,800		844,529		4	567	100.0
Mar 04	73.4		77.98		57.27		17,577		12,908		1,006,595		4	567	100.0
Apr 04	73.9		81.25		60.04		17,010		12,571		1,021,358		4	567	100.0
May 04	87.6		101.17		94.84		17,577		11,878		1,963,979		4	567	100.0
Jun 04	74.9		76.17		57.03		17,010		12,736		970,142		4	567	100.0
Jul 04	66.3		77.16		51.18		17,577		11,657		899,507		4	567	100.0
Aug 04	67.5		77.22		52.11		17,577		11,861		915,657		4	567	100.0
Sep 04	66.8		84.00		66.09		17,010		11,359		954,116		4	567	100.0
Oct 04	79.3		83.35		66.14		17,577		13,947		1,162,488		4	567	100.0
Nov 04	63.6		80.40		51.13		17,010		10,818		869,792		4	567	100.0
Dec 04	41.3		72.59		29.88		18,755		7,746		562,303		4	605	100.0
Jan 05	55.5	6.5	172.29	5.0	42.88	11.8	18,755	6.7	10,405	13.6	804,253	19.3	4	605	100.0
Feb 05	60.9	-10.6	85.80	9.7	52.21	-1.9	16,940	6.7	10,308	-4.6	884,384	4.7	4	605	100.0
Mar 05	66.8	-9.0	79.95	2.5	53.41	-6.7	18,755	6.7	12,528	-2.9	1,001,649	-0.5	4	605	100.0
Apr 05	71.6	-3.2	84.62	4.1	60.55	0.8	18,150	6.7	12,987	3.3	1,098,927	7.6	4	605	100.0
May 05	71.8	6.2	85.51	5.3	61.37	11.9	18,755	6.7	13,461	13.3	1,151,048	19.4	4	605	100.0
Jun 05	78.3	4.6	81.35	6.8	63.68	11.7	18,150	6.7	14,208	11.6	1,155,810	19.1	4	605	100.0
Jul 05	71.6	8.0	83.47	8.2	59.77	16.8	18,755	6.7	13,430	15.2	1,120,966	24.6	4	605	100.0
Aug 05	73.1	8.4	84.02	8.8	61.44	17.9	18,755	6.7	13,714	15.6	1,152,276	25.8	4	605	100.0
Sep 05	73.7	10.4	91.29	8.7	67.27	19.9	18,150	6.7	13,375	17.7	1,220,966	28.0	4	605	100.0
Oct 05	83.4	5.1	90.18	8.2	75.18	13.7	18,755	6.7	15,636	12.1	1,410,028	21.3	4	605	100.0
Nov 05	66.9	5.2	85.35	6.2	57.10	11.7	18,150	6.7	12,143	12.2	1,036,430	19.2	4	605	100.0
Dec 05	45.6	10.5	79.55	9.6	36.29	21.0	21,049	12.2	9,603	24.0	763,877	35.8	5	679	89.1
Jan 06	44.7	-19.5	84.66	9.5	37.81	-11.8	21,049	12.2	9,402	-9.6	795,948	-1.0	5	679	100.0
Feb 06	62.6	2.9	93.38	8.8	58.48	12.0	19,012	12.2	11,906	15.5	1,111,764	25.7	5	679	100.0
Mar 06	60.7	-9.1	90.25	12.9	54.82	2.7	21,049	12.2	12,786	2.1	1,153,975	15.2	5	679	100.0
Apr 06	64.2	-10.3	91.22	7.8	58.56	-3.3	20,370	12.2	13,076	0.7	1,137,076	8.5	5	679	100.0
May 06	63.4	-11.7	92.92	8.7	58.91	-4.0	21,049	12.2	13,345	-0.9	1,240,075	7.7	5	679	100.0
Jun 06	68.4	-12.7	88.26	8.5	60.35	-5.2	20,370	12.2	13,928	-2.0	1,229,254	6.4	5	679	100.0
Jul 06	62.7	-12.4	88.57	6.1	55.57	-7.0	21,049	12.2	13,206	-1.7	1,169,602	4.3	5	679	100.0
Aug 06	65	-11.0	88.69	5.9	57.63	-5.7	21,049	12.2	13,011	-0.1	1,219,303	5.8	5	679	100.0
Sep 06	72.0	-2.3	97.30	6.6	70.06	4.1	20,370	12.2	14,667	9.7	1,427,170	16.9	5	679	100.0
Oct 06	74.0	-11.3	95.89	6.3	70.94	-5.6	21,049	12.2	15,573	-0.4	1,493,266	5.9	5	679	100.0
Nov 06	56.2	-16.0	102.79	20.4	57.77	1.2	23,340	28.6	13,116	8.0	1,348,246	30.1	6	778	100.0
Dec 06	35.0	-22.1	90.27	19.2	42.20	-11.3	24,118	14.6	10,7	-10.7	776,890	1.7	7	778	100.0
Jan 07	46.1	3.3	94.69	11.9	43.68	15.5	24,118	14.6	11,124	18.3	1,053,355	32.3	6	778	100.0
Feb 07	64.4	2.9	100.63	7.8	64.85	10.9	21,784	14.6	14,038	17.9	1,412,690	27.1	6	778	100.0
Mar 07	61.8	1.7	97.74	8.3	60.36	10.1	24,118	14.6	14,584	16.5	1,456,812	26.2	6	778	100.0
Apr 07	57.2	-10.9	103.20	13.1	59.03	0.8	26,280	29.0	15,031	15.0	1,551,255	30.1	7	876	100.0
May 07	64.6	1.9	101.08	8.8	65.32	10.9	27,156	29.0	17,549	31.5	1,773,839	43.0	7	876	100.0
Jun 07	71.0	3.9	97.36	10.3	69.14	14.6	26,280	29.0	18,662	34.0	1,816,928	47.8	7	876	100.0
Jul 07	61.1	-1.5	95.67	8.0	60.15	8.4	27,156	29.0	17,689	27.1	1,676,180	37.3	7	876	100.0
Aug 07	66.2	1.7	98.24	10.4	65.04	12.3	27,156	29.0	17,979	31.2	1,766,184	44.9	7	876	100.0
Sep 07	69.1	-4.1	104.27	7.2	72.01	2.8	26,280	29.0	18,148	23.7	1,892,323	32.6	7	876	100.0
Oct 07	77.9	5.3	112.57	17.4	87.69	23.6	27,156	29.0	21,154	35.8	2,381,322	59.5	7	876	100.0
Nov 07	57.2	1.7	101.56	-1.2	58.06	0.5	26,280	12.6	15,023	14.5	1,526,751	13.2	7	876	100.0
Dec 07	36.2	1.8	96.73	6.8	35.03	8.8	27,156	12.6	9,833	14.7	951,152	22.5	7	876	100.0
Jan 08	45.9	-0.5	96.54	1.9	44.32	1.5	27,156	12.6	12,466	12.1	1,203,447	14.2	7	876	100.0
Feb 08	63.7	-1.1	105.50	4.8	67.24	3.7	24,528	12.6	15,633	11.4	1,649,324	16.8	7	876	100.0
Mar 08	58.6	-5.1	97.69	-0.1	57.24	-5.2	27,156	12.6	15,912	0.8	1,554,512	8.8	7	876	100.0
Apr 08	72.6	27.0	104.54	1.3	75.91	28.6	26,280	0.0	19,082	27.0	1,994,844	28.6	7	876	100.0
May 08	71.9	11.3	103.80	2.7	74.64	14.3	27,156	0.0	19,527	11.3	2,026,892	14.3	7	876	100.0
Jun 08	64.2	-9.7	101.93	4.7	65.39	-5.4	26,280	0.0	16,961	-9.7	1,718,568	-5.4	7	876	100.0
Jul 08	64.4	4.1	101.10	5.7	65.06	10.0	27,156	0.0	17,476	4.1	1,768,851	10.0	7	876	100.0
Aug 08	61.6	-7.0	100.34	2.1	61.77	-5.0	31,062	14.4	19,121	6.4	1,918,592	8.6	8	1,002	87.4
Sep 08	66.2	-4.1	105.55	1.2	69.87	-3.0	30,060	14.4	19,898	9.6	2,100,233	11.0	8	1,002	87.4
Oct 08	74.9	-3.9	113.01	0.4	84.62	-3.5	31,062	14.4	23,280	10.0	2,528,593	10.4	8	1,002	87.4
Nov 08	57.9	1.3	106.80	5.2	61.86	6.5	30,060	14.4	17,410	15.9	1,859,443	21.9	8	1,002	87.4
Dec 08	37.5	3.6	93.30	-3.6	34.99	-0.1	31,062	14.4	11,650	18.5	1,086,895	14.3	8	1,002	87.4
Jan 09	45.5	-0.8	98.55	2.1	44.86	1.2	31,062	14.4	14,140	13.4	1,993,478	15.8	8	1,002	87.4
Feb 09	60.5	-5.2	103.45	-1.9	62.54	-7.0	28,056	14.4	16,960	8.5	1,754,523	6.4	8	1,002	87.4
Mar 09	55.3	-5.7	98.19	0.5	54.28	-5.2	31,062	14.4	17,172	7.9	1,686,035	8.5	8	1,002	87.4
Apr 09	60.1	-17.3	107.29	2.6	64.45	-15.1	30,060	14.4	18,057	-5.4	1,937,395	-2.9	8	1,002	87.4
May 09	58.2	-19.1	106.85	2.0	61.58	-17.5	31,062	14.4	18,072	-7.5	1,912,885	-5.6	8	1,002	87.4
Jun 09	62.7	-2.3	96.77	-5.1	60.63	-7.3	30,060	14.4	18,934	11.7	1,822,034	6.1	8	1,002	87.4
Jul 09	54.6	-15.2	92.08	-8.9	50.23	-22.8	33,728	24.2	18,399	5.3	1,694,188	-4.1	9	1,088	80.5
Aug 09	59.4	-3.5	94.74	-5.6	56.28	-8.9	33,728	8.6	20,036	4.8	1,898,290	-1.1	9	1,088	88.4
Sep 09	59.7	-9.8	102.46	-2.9	61.14	-12.5	32,640	8.6	19,478	-2.1	1,895,713	-5.0	9	1,088	88.4
Oct 09	66.1	-11.3	110.67	-2.2	73.41	-13.3	33,728	8.6	22,391	-3.7	2,137,874	8.2	9	1,088	88.4
Nov 09	51.5	-11.1	104.38	-2.3	53.77	-13.1	32,640	8.6	16,813	-3.4	1,754,981	-5.6	9	1,088	88.4
Dec 09	36.1	-3.6	89.68	-3.9	32.41	-7.4	33,728	8.6	12,191	4.6	1,093,270	0.6	9	1,088	88.4
Jan 10	39.4	-13.5	89.89	-8.8	35.41	-21.1	33,728	8.6	13,286	-6.0	1,194,331	-14.3	9	1,088	88.4
Feb 10	53.9	-10.9	102.80	-0.6	65.37	-11.5	30,664	8.6	16,490	-3.2	1,696,929	-3.9	9	1,088	88.4
Mar 10	53.9	-2.5	95.43	-2.8	51.45	-5.2	33,728	8.6	18,183	5.9	1,735,236	2.9	9	1,088	88.4
Apr 10	61.2	1.9	107.01	-0.3	65.52	1.7	32,640	8.6	19,985	10.7	2,138,633	10.4	9	1,088	88.4
May 10	62.7	7.8	108.46	2.5	68.05	10.5	33,728	8.6	21,156	17.1	2,295,050	20.0	9	1,088	88.4
Jun 10	63.7	1.7	93.82	-2.0	62.41	-0.4	32,640	8.6	20,784	10.4	1,971,753	8.2	9	1,088	88.4
Jul 10	55.8	2.2	92.72	0.7	51.71	3.0	33,728	0.0	18,812	2.2	1,744,177	3.0	9	1,088	88.4
Aug 10	58.6	-1.4	92.26	-2.6	54.06	-3.9	33,728	0.0	19,764	-1.4	1,823,471	-3.9	9		

Tab 8 - Classic

Urbana, IL Area Selected Properties
 Job Number: 333095_SAJDM Staff: SSS Created: December 29, 2010

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	Census Props	% Rooms STAR Participants									
Jan 04	52.1		73.64		38.36		17,577		9,157		674,335		4	567	100.0
Feb 04	68.0		73.20		53.20		15,876		10,800		844,529		4	567	100.0
Mar 04	73.4		77.98		57.27		17,577		12,908		1,006,595		4	567	100.0
Apr 04	73.9		81.25		60.04		17,010		12,571		1,021,358		4	567	100.0
May 04	67.6		81.77		54.84		17,577		11,876		963,979		4	567	100.0
Jun 04	74.9		76.17		57.03		17,010		12,736		970,142		4	567	100.0
Jul 04	66.3		77.16		51.18		17,577		11,657		899,507		4	567	100.0
Aug 04	67.5		77.22		52.11		17,577		11,861		915,957		4	567	100.0
Sep 04	66.8		84.00		56.09		17,010		11,359		954,116		4	567	100.0
Oct 04	79.3		83.35		66.14		17,577		13,947		1,162,488		4	567	100.0
Nov 04	63.6		80.40		51.13		17,010		10,618		869,792		4	567	100.0
Dec 04	41.3		72.99		29.98		18,755		7,746		562,303		4	605	100.0
Nov YTD 2004	68.5		79.29		54.30		189,378		129,690		10,232,698				
Total 2004	68.9		75.91		55.11		209,133		137,835		10,545,091				
Jan 05	55.5	6.5	77.29	5.0	42.88	11.8	18,755	6.7	10,405	13.6	804,233	19.3	4	605	100.0
Feb 05	60.9	-10.6	85.80	9.7	52.21	-1.9	18,940	6.7	10,308	-4.6	884,384	4.7	4	605	100.0
Mar 05	66.8	-9.0	79.95	2.5	53.41	-6.7	18,755	6.7	12,528	-2.9	1,001,849	-0.5	4	605	100.0
Apr 05	71.6	-3.2	84.62	4.1	60.55	0.9	18,150	6.7	12,987	3.3	1,098,927	7.6	4	605	100.0
May 05	71.8	6.2	85.51	5.3	61.37	11.9	18,755	6.7	13,461	13.3	1,151,048	19.4	4	605	100.0
Jun 05	78.3	4.6	81.35	6.8	63.68	11.7	18,150	6.7	14,208	11.6	1,155,810	19.1	4	605	100.0
Jul 05	71.6	8.0	83.47	8.2	59.77	16.8	18,755	6.7	13,930	15.2	1,120,966	24.6	4	605	100.0
Aug 05	73.1	8.4	84.02	8.8	61.44	17.9	18,755	6.7	13,714	15.6	1,152,276	25.8	4	605	100.0
Sep 05	73.7	10.4	91.29	8.7	67.27	19.9	18,150	6.7	13,375	17.7	1,220,986	28.0	4	605	100.0
Oct 05	83.4	5.1	81.19	8.2	75.19	13.7	18,755	6.7	15,636	12.1	1,410,028	21.3	4	605	100.0
Nov 05	66.9	5.2	85.35	6.2	57.10	11.7	18,150	6.7	12,143	12.2	1,038,430	19.2	4	605	100.0
Dec 05	45.6	10.5	79.55	9.6	36.29	21.0	21,049	12.2	9,603	24.0	763,872	35.8	5	679	89.1
Nov YTD 2005	68.0	3.0	84.33	6.9	57.37	10.1	223,119	7.2	151,798	10.4	12,800,609	18.0			
Total 2005	68.0	3.0	84.33	6.9	57.37	10.1	223,119	7.2	151,798	10.4	12,800,609	18.0			
Jan 06	44.7	-19.6	86.66	9.5	37.81	-11.8	21,049	12.2	9,402	-9.6	796,948	-1.0	5	679	100.0
Feb 06	62.6	2.9	90.25	8.8	58.48	12.0	19,012	12.2	11,966	15.5	1,211,761	25.7	6	679	100.0
Mar 06	60.7	-9.1	90.25	12.9	54.82	2.7	21,049	12.2	12,786	2.1	1,153,975	15.2	5	679	100.0
Apr 06	64.2	-10.3	91.22	7.8	58.56	-3.3	20,370	12.2	13,076	0.7	1,192,803	8.5	5	679	100.0
May 06	63.4	-11.7	82.92	6.7	58.91	-1.0	21,049	12.2	12,049	-0.9	1,240,072	7.7	6	679	100.0
Jun 06	68.4	-12.7	88.26	8.5	60.35	-5.2	20,370	12.2	13,928	-2.0	1,229,254	6.4	5	679	100.0
Jul 06	62.7	-12.4	88.57	6.1	55.57	-7.0	21,049	12.2	13,206	-1.7	1,169,602	4.3	5	679	100.0
Aug 06	65.1	-11.0	89.59	5.9	57.93	-5.7	21,049	12.2	12,109	-0.1	1,210,300	5.8	6	679	100.0
Sep 06	72.0	-2.3	97.30	6.6	70.06	4.1	20,370	12.2	14,667	9.7	1,427,170	16.9	5	679	100.0
Oct 06	74.0	-11.3	95.89	6.3	70.94	-5.6	21,049	12.2	15,573	-0.4	1,493,266	5.9	5	679	100.0
Nov 06	56.2	-16.0	102.79	20.4	57.77	13.6	23,340	18.6	10,246	6.0	1,340,246	30.1	7	678	100.0
Dec 06	35.6	-22.1	90.57	13.9	32.20	-11.3	24,118	14.6	8,576	-10.7	776,692	1.7	6	778	100.0
Nov YTD 2006	63.0	-10.5	92.47	9.2	58.24	-2.2	229,755	13.7	144,706	1.8	13,381,408	11.6			
Total 2006	63.0	-10.5	92.47	9.2	58.24	-2.2	229,755	13.7	144,706	1.8	13,381,408	11.6			
Jan 07	46.1	3.3	94.69	11.9	43.68	15.5	24,118	14.6	11,124	18.3	1,053,355	32.3	6	778	100.0
Feb 07	64.4	2.9	100.63	7.8	64.85	10.9	21,784	14.6	14,038	17.9	1,412,690	27.1	6	778	100.0
Mar 07	61.8	1.7	97.74	8.3	60.36	10.6	24,118	14.6	14,894	16.5	1,456,812	26.2	6	778	100.0
Apr 07	57.2	-10.9	103.20	13.1	59.03	0.8	26,280	29.0	15,031	15.0	1,551,255	30.1	7	876	100.0
May 07	64.6	1.9	101.08	8.8	65.32	10.9	27,156	29.0	17,549	31.5	1,773,839	43.0	7	876	100.0
Jun 07	71.0	3.9	97.38	10.3	69.14	14.6	26,280	29.0	18,182	34.0	1,816,929	47.8	7	876	100.0
Jul 07	61.8	-1.5	95.67	8.0	59.15	6.4	27,156	29.0	16,789	27.1	1,606,180	37.3	7	876	100.0
Aug 07	66.2	1.7	98.24	10.4	65.04	12.3	27,156	29.0	17,979	31.2	1,768,184	44.9	7	876	100.0
Sep 07	69.1	-4.1	104.27	7.2	72.01	2.8	26,280	29.0	18,148	23.7	1,828,328	32.6	7	876	100.0
Oct 07	77.9	5.3	112.57	17.4	87.69	23.6	27,156	29.0	21,154	35.8	2,381,322	59.7	7	876	100.0
Nov 07	57.2	1.7	101.56	-1.2	58.06	0.5	26,280	12.6	15,023	14.5	1,525,751	13.2	7	876	100.0
Dec 07	36.2	1.8	96.73	6.8	35.03	8.8	27,156	12.6	9,833	14.7	951,152	22.5	7	876	100.0
Nov YTD 2007	63.9	3.8	102.92	9.3	62.99	11.3	313,974	23.9	183,939	23.7	18,923,530	39.9			
Total 2007	63.2	1.3	100.88	9.2	61.71	10.7	310,920	22.5	180,224	24.1	19,188,731	36.5			
Jan 08	45.9	-0.5	96.54	1.9	44.32	1.5	27,156	12.6	12,466	12.1	1,203,447	14.2	7	876	100.0
Feb 08	63.7	-1.1	103.50	4.8	67.24	3.7	24,529	12.6	15,633	11.4	1,640,324	19.8	7	876	100.0
Mar 08	58.6	-5.1	97.69	-0.1	57.24	-5.2	27,156	12.6	15,912	6.8	1,554,512	6.8	7	876	100.0
Apr 08	72.6	27.0	104.54	1.3	75.91	28.6	26,280	0.0	19,082	27.0	1,994,844	28.6	7	876	100.0
May 08	71.9	11.3	103.80	2.7	74.94	14.3	27,156	0.0	19,927	11.3	2,029,892	14.3	7	876	100.0
Jun 08	64.2	-9.7	101.93	4.7	65.39	-5.4	26,280	0.0	16,861	-9.7	1,718,568	-5.4	7	876	100.0
Jul 08	64.4	4.1	101.10	5.7	65.06	10.0	27,156	0.0	17,476	4.1	1,766,851	10.0	7	876	100.0
Aug 08	61.8	-7.0	100.34	2.1	61.77	-5.0	31,062	14.4	19,121	6.4	1,919,592	8.6	8	1,002	87.4
Sep 08	66.2	-4.1	105.55	1.2	69.87	-3.0	30,060	14.4	19,898	9.6	2,100,233	11.0	8	1,002	87.4
Oct 08	74.9	-3.9	113.01	0.4	84.62	-3.5	31,062	14.4	23,260	10.0	2,626,593	10.4	8	1,002	87.4
Nov 08	57.9	1.3	108.80	5.2	61.86	6.5	30,060	14.4	17,410	15.9	1,859,443	21.9	8	1,002	87.4
Dec 08	37.5	3.6	93.30	-3.6	34.99	-0.1	31,062	14.4	11,650	18.5	1,086,895	14.3	8	1,002	87.4
Nov YTD 2008	63.9	0.4	103.85	2.7	66.31	3.2	307,956	8.5	186,646	9.0	20,421,299	12.0			
Total 2008	61.4	0.4	103.29	2.4	63.44	2.8	339,018	9.0	209,296	9.5	21,509,198	12.1			
Jan 09	45.5	-0.8	98.55	2.1	44.86	1.2	31,062	14.4	14,140	13.4	1,393,478	15.8	8	1,002	87.4
Feb 09	60.5	-5.2	103.45	-1.9	62.54	-7.0	28,056	14.4	16,960	8.5	1,754,523	6.4	8	1,002	87.4
Mar 09	56.3	-5.7	98.19												

Tab 10 - Help

Methodology

While virtually every chain in the United States provides STR with data on almost all of their properties, there are still some hotels that don't submit data. But we've got you covered.

Every year we examine guidebook listings and hotel directories for information on hotels that don't provide us with data. We don't stop there. We call each hotel in our database every year to obtain "published" rates for multiple categories. Based on this information we group all hotels - those that report data and those that don't - into groupings based off of price level and geographic proximity. We then estimate the non-respondents based off of nearby hotels with similar price levels.

Similarly, we sometimes obtain monthly data from a property, but not daily data. We use a similar process. We take the monthly data that the property has provided, and distribute it to the individual days based on the revenue and demand distribution patterns of similar hotels in the same location.

We believe it imperative to perform this analysis in order to provide interested parties with our best estimate of total lodging demand and room revenue on their areas of interest. Armed with this information a more informed decision can be made.

Glossary

ADR (Average Daily Rate)

Room revenue divided by rooms sold.

Affiliation Date

Date the property affiliated with current chain/flag

Census (Properties and Rooms)

The number of properties and rooms that exist (universe)

Change in Rooms

Indicator of whether or not an individual hotel has had added or deleted rooms.

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency.
The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Demand (Rooms Sold)

The number of rooms sold (excludes complimentary rooms).

Full Historical TREND

Data on selected properties or segments starting in 1987.

Occupancy

Rooms sold divided by rooms available.

Open Date

Date the property opened

Percent Change

Amount of growth, up, flat, or down from the same period last year (month, ytd, three months, twelve months). Calculated as $((TY-LY)/LY) * "100"$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR - Revenue Per Available Room

Room revenue divided by rooms available (occupancy times average room rate will closely approximate RevPAR).

Sample % (Rooms)

The % of rooms STR receives data from. Calculated as $(\text{Sample Rooms}/\text{Census Rooms}) * "100"$.

Standard Historical TREND

Data on selected properties or segments starting in 1997.

STR Code

Smith Travel Research's proprietary numbering system. Each hotel in the lodging census has a unique STR code.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by twelve.

Year to Date

Average or sum of values starting January 1 of the given year.