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To: **David Scholefield, Chairperson**
Tourism Development Commission

From: **Steve Geiogamah, Tourism Development Manager**

Date: **May 16, 2017**

Subject: **Manager Report – Tourism Reports**

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

In order to compare current bed tax collections to the pre property classification adjustment, table two hotel classification summary now provides a percentage change comparison to current bed tax collections and pre property FY 2015/16 bed tax collections.

Highlights for Business Activity in March 2017

March bed tax collections were down (-15.0%) with YTD collections down (-1.0%). Miscellaneous retail tax collections were down YTD (-2.0%) and restaurants were down YTD (-4.0%). This report is on a cash basis, so only the cash that is received within the month is included. In addition, six business days of April tax collections were not recorded due to the change in administration of tax collections.

March hotel classification report indicates YTD bed tax collection for resorts was up (8.8%), full service property (9.3%) was up as well, while limited service properties (-4.9%) were down. The hotel classification report isn't on a cash basis. It pulls data based on the reporting period.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years.

Highlights for May 2017

Highlighted changes include updated event notification banner revenues and distribution of funds to the Local Organizing Committee for the NCAA Final Four event.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for March 2017 (Scottsdale Trend Report-59 properties)
Over the past 12 months occupancy is slightly down (-0.1%) average daily rate ($191.97) is up (4.3%) when compared to the same period last year. Rev par ($129.84) is up (4.2%).

Segment Trend Report (Transient, Group, Contract-25 properties report)
Over the past 12 months occupancy is down (-1.4) average daily rate (4.3) and rev par is up (2.8).

Regional Reports

Trend Scottsdale Downtown (17 properties report)
Over the past 12 months occupancy is down (-2.4%) average daily rate ($155.57) is up (3.6%) and Rev Par ($108.55) is up (1.1%) when compared to the same period last year.

Trend Scottsdale Middle (31 properties report)
Over the past 12 months occupancy is down (-0.6%) average daily rate ($188.26) is up (4.3%) and Rev Par ($123.79) is up (3.7%) when compared to the same period last year.

Trend Scottsdale North (11 properties report)
Over the past 12 months occupancy is up (2.9%) average daily rate ($228.56) is up (4.0%) and Rev Par ($159.12) is up (7.0%) when compared to the same period last year.

Hotel Performance Indicator Definitions
Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.
Average Daily Rate is calculated by taking room revenue divided by rooms sold.
Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

Updates will be provided at the May TDC meeting.

BED TAX COLLECTION REPORT - FY 16/17
Prepared by the City of Scottsdale Tourism Events Department
May 16,2017 (Preliminary)

Item 10a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and Fy2015/16 property pre-classification. As a percentage of 8,971 total hotel rooms in the City as of July 2016. Resort hotels represent 43%, Full Service hotels 22%, and Limited Service hotels 35%.
*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	FY15/16 Bed Tax Collections	FY16/17 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
June	4.4%	$751,742	$860,598	14.0%	16.0%	0.0%	1.0%
July	4.0%	$686,517	$739,002	8.0%	2.0%	9.0%	7.0%
August	3.6%	$621,760	$719,101	16.0%	7.0%	0.0%	6.0%
***September**	5.2%	$889,778	$1,196,588	34.0%	17.0%	8.0%	6.0%
October	8.1%	$1,398,632	$1,557,281	13.0%	11.0%	7.0%	2.0%
November	8.3%	$1,439,290	$1,572,604	9.0%	4.0%	15.0%	5.0%
December	6.6%	$1,135,306	$1,173,835	3.0%	12.0%	7.0%	5.0%
****January**	10.5%	$1,813,107	$1,115,043	-39.0%	-25.0%	-43.0%	-47.0%
February	13.4%	$2,320,417	$2,417,432	4.0%	2.0%	1.0%	1.0%
*****March**	16.7%	$2,892,090	$2,458,315	-15.0%	-5.0%	-27.0%	-16.0%
April	11.4%	$1,977,341					
May	7.8%	$1,345,248					
Year to date	***100.0%***	***$17,271,228***	***$13,809,799***	***-1.0%***	***2.0%***	***-2.0%***	***-4.0%***

*September increase was due to market conditions
**Please note that this is the first full month of ADOR collecting taxes. ADOR payments are received weekly.
***Please note that this month we had 6 business days of collections that did not get in April's revenue due to the change in administration of taxes.

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 16/17
Prepared by the City of Scottsdale Tourism Events Department
May 16, 2017 (Preliminary)

10b

Table 2

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,877 Rooms	% Change from FY15/16	Pre Classification Change %	Full-Service Hotels 1,959	% Change from FY15/16	Old Class % Change %	Limited-Service Hotels 3,135 Rooms	% Change from FY15/16	Pre Classificatio n Change %
June	$537,901	11.6%		$112,806	-6.5%		$186,688	11.0%	
July	$465,735	10.2%		$86,533	-0.1%		$157,005	11.8%	
August	$441,054	11.9%	12.5%	$95,302	6.9%	7.9%	$160,596	11.9%	14.6%
September	$766,079	34.7%	39.1%	$156,263	12.6%	14.5%	$226,860	13.9%	13.3%
October	$1,011,432	10.1%	12.4%	$213,879	15.9%	8.4%	$309,882	1.2%	1.0%
November	$978,984	11.1%	12.2%	$196,585	17.9%	12.2%	$303,793	-5.9%	-5.3%
December	$784,629	14.9%	17.6%	$127,717	-0.4%	-1.3%	$227,264	-11.8%	-11.3%
***January**	$972,456	-11.8%	-2.7%	$201,991	-17.2%	-33.2%	$298,989	-33.0%	-35.60%
February	$1,417,840	1.3%	-0.4%	$214,368	-28.2%	-12.7%	$489,890	-8.9%	-9.10%
March	$1,839,171	6.7%	5.2%	$428,009	9.9%	12.9%	$653,511	-9.6%	-9.30%
April									
May									
Year to date	***$9,215,281***	***8.8%***	***9.4%***	***$1,833,453***	***9.3%***	***8.2%***	***$3,014,478***	***-4.9%***	***-4.8%***
	65.53%			**13.04%**			**21.44%**		

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

*This is the first full month where the Arizona Department of Revenue did all tax collections.

City of Scottsdale
Tourism Program Proforma
May 16, 2017

Item No. 10c

	2014/15 Actual-Final	2015/16 Actual-Final	2016/17 Estimate
Bed Tax Revenues	$ 17,047,041	17,396,331	$ 18,714,000
Princess Lease Revenues	1,786,963	1,531,012	1,600,000
Event Notification Banner Revenues	14,668	17,617	(10,248)
Event Survey Revenue	7,700	1,400	
TOURISM REVENUES	18,856,372	18,946,360	20,303,752
EXPENSES			
Destination Marketing (50% of bed tax revenues)	(8,523,524)	(8,698,166)	(9,357,000)
General Fund Allocation, maximum of $1,500,000	(1,500,000)	(1,500,000)	(1,500,000)
Multi-year Commitments for Capital Projects			
• WestWorld debt service (80-acres started FY06/07, ends FY34/35)	(600,000)	(600,000)	(600,000)
• TNEC Equestrian Center debt service (started FY12/13, ends FY32/33)	(1,200,000)	(1,200,000)	(1,200,000)
• Museum of the West debt service (started FY14/15, ends FY33/34)	(432,858)	(889,941)	(900,000)
• TPC renovations debt service (started FY14/15, ends FY33/34)	(513,413)	(900,000)	(900,000)
• DDC debt service (TDC reserved $600k/yr March 20th, 2012--council has not taken action)	-	-	(600,000)
• Uncommitted (based on projected revenues)	-	-	(3,046,752)
Total Capital Projects	(2,746,271)	(3,589,941)	(7,246,752)
One-time Commitments (available for all categories except General Fund and Marketing) maximum of $500,000:			
• World Food Championship (Council approved 07-01-2014)	(18,698)	-	-
• Tonto Forest Tour Operators (Council approved 7-2-2014)	(20,000)	(10,000)	-
• International Visitor Committee (Council approved on April 28, 2015)	(75,000)	(75,000)	(75,000)
• Taste of the NFL (Council approved 10-21-14)	(71,016)	-	-
• PRCA Championship Rodeo- 2016 (council approved 01/11/2016) FINAL year of funding	(75,000)	(75,000)	-
• Baseball City (council approved 2-17-15)	(75,000)		
• 2015 Food & Wine Experience Event (Council approved 10-20-15) 1st year of funding		(75,000)	
• Uncommitted	-	-	(425,000)
Total One-time Commitments	(334,714)	(235,000)	(500,000)
Event Retention and Development, maximum of $1,200,000:			
Uncommitted			(62,479)
Fiesta Bowl (20 yr agreement since 2006)	(287,398)	(298,896)	(310,852)
College Championship Game (Council approved 08-25-15)	-	(250,848)	
AZSBHC Sponsorship Super Bowl (3 year commitment thru FY14/15)	(215,280)	-	-
Competitor Group Marathon Series FY2015/16 final year of funding through new event funding program	(73,585)	(73,645)	
Horse and Horsepower Polo Event (CC approval April 2013) 14/15 final year	(75,000)	-	-
PGA Charles Schwab Cup Championship (council approved 07-01-15) 2016 Final Year	(75,000)	(75,000)	(75,000)
NCAA Men's Final Four (council approved 09-13-16) 1st Year			(150,000)
2017 Off Road Expo (Council approved 07-06-16) 1st year			(75,000)
2016 Food & Wine Experience (council 10-25-16) 2nd year of funding			(82,500)
2016 Grand Prix Event (council 10-25-16) 1st year			(48,062)
2017 Parada del Sol Parade (council approved 1/24/17) 1st year in this program			(64,400)
Matching Event Advertising Funding Program	(117,756)	(98,175)	(105,000)
Event Notification Program	(17,904)	(17,455)	(10,248)
Event Venue Fee Program	(19,324)	(9,089)	(41,773)
Community Events Program	(128,000)	(194,000)	(174,686)
Total Events	(1,009,247)	(1,017,108)	(1,200,000)
Administrative/Other Professional Services, maximum of $500,000:			
Administrative Expenses	(172,414)	(285,991)	(310,000)
Tourism Research	(37,655)	(53,400)	(90,000)
5-yr Tourism Strategic Plan	(99,948)	(99,912)	(100,000)
Total Admin/Other	(310,017)	(439,303)	(500,000)
TOTAL EXPENSES	(14,423,774)	(15,479,517)	(20,303,752)
CURRENT YEAR UNSPENT (moves to carryover at year end)	$ 4,432,598	$ 3,466,843	$ -

CARRYOVER BALANCE:			
Beginning Balance	$ 9,245,189	$ 9,787,519	$ 10,433,004
Additions			
Current year unspent carryover (from above)	4,432,598	3,466,843	
Uses			
Trolley Expenses	(239,082)	(300,000)	(300,000)
Hospitality Trolley Marketing	(30,000)	-	-
Desert Discovery Phase III (Council approved 4-2012)	-	-	-
Tourism Strategic Plan (Council approved 5-14-13)	(104,936)	(200,863)	(319,201)
Tourism Strategic Plan (Council approved 10-10-16)			(745,000)
Museum of the West construction (Council approved 4-8-14)	(400,000)	-	
TPC construction (Council approved during FY14/15 budget process)	(315,000)	-	-
TNEC construction (Council approved 10-7-14)	(1,115,000)	-	-
TNEC art project (Council approved 4-8-14)	(380,000)	-	-
Museum of the West 5-yr donation match (up to $400k/year thru FY17/18)	(766,250) *	(399,979) *	(800,000)
Museum of the West Gallery/Marketing Project (Council approved 2/23/16)			(500,000)
Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding	(65,000)	(73,616)	
DDC Business Plan & Feasibility Study (council approved 01/11/16)		(1,696,900)	-
2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16)			(60,000)
ESPN FanFest Scottsdale (Council approved 6-3-14)	(475,000)	-	-
Bed Tax Stabilization Policy Fund (TDC reserved $2.6 mill January 19, 2016--council has not taken action)			(2,600,000)
Downtown Event Activation (Council approved 6-7-16)			(300,000)
Ambient Lighting (Council approved 6-7-16)			(520,000)
WestWorld Municipal Use Site Plan (goes to council 11-28-16 -- no action taken)			(150,000)
Thunderbird Veterans Memorial (council approved 1/24/17)			(412,500)
Civic Center Mall Design Review Plan		(150,000)	-
Ending Balance	$ 9,787,519	$ 10,433,004	$ 3,726,303

* $366,250 of the Museum Match in FY14/15 is related to matches from the FY13/14 time period but will be paid in FY14/15.

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Item 10d

City of Scottsdale, AZ

For the Month of March 2017

Date Created: Apr 17, 2017

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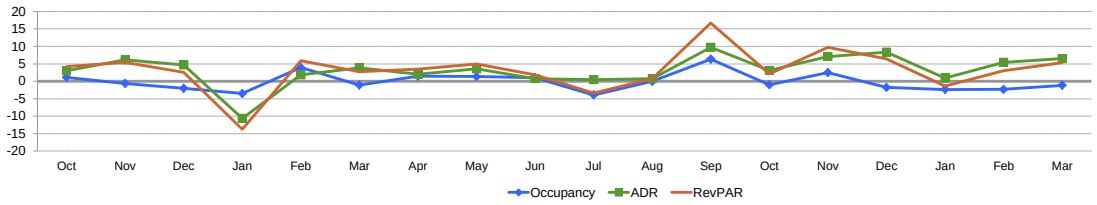
Tab 2 - Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of March 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change

Occupancy (%)	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	70.8	68.8	57.0	70.9	85.1	89.7	79.0	68.0	59.6	52.5	54.2	62.1	70.1	70.5	56.0	69.3	83.1	88.6	82.0	81.8	80.2	67.3	67.7	67.6
Last Year	70.0	69.3	58.1	73.5	81.9	90.6	77.8	67.1	59.0	54.6	54.2	58.4	70.8	68.8	57.0	70.9	85.1	89.7	80.2	82.0	81.8	65.4	67.3	67.7
Percent Change	1.2	-0.6	-2.0	-3.5	3.9	-1.1	1.5	1.3	1.0	-3.9	0.0	6.3	-1.0	2.5	-1.8	-2.3	-2.3	-1.1	2.2	-0.3	-1.9	2.9	0.5	-0.1

ADR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	184.98	180.69	160.58	222.66	244.69	270.21	214.21	168.01	120.24	110.64	106.20	160.09	190.75	193.51	173.96	224.80	258.04	287.80	250.55	247.75	259.49	180.49	184.14	191.97
Last Year	179.48	170.25	153.36	249.11	240.22	260.16	210.00	162.22	119.30	110.10	105.42	145.85	184.98	180.69	160.58	222.66	244.69	270.21	214.90	250.55	247.75	164.76	180.49	184.14
Percent Change	3.1	6.1	4.7	-10.6	1.9	3.9	2.0	3.6	0.8	0.5	0.7	9.8	3.1	7.1	8.3	1.0	5.5	6.5	16.6	-1.1	4.7	9.5	2.0	4.3

RevPAR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	130.93	124.35	91.48	157.88	208.13	242.29	169.15	114.27	71.67	58.11	57.51	99.40	133.65	136.48	97.34	155.69	214.40	255.09	205.43	202.59	208.21	121.54	124.65	129.84
Last Year	125.58	117.92	89.17	183.05	196.63	235.77	163.42	108.87	70.40	60.16	57.11	85.17	130.93	124.35	91.48	157.88	208.13	242.29	172.41	205.43	202.59	107.81	121.54	124.65
Percent Change	4.3	5.5	2.6	-13.7	5.8	2.8	3.5	5.0	1.8	-3.4	0.7	16.7	2.1	9.8	6.4	-1.4	3.0	5.3	19.2	-1.4	2.8	12.7	2.6	4.2

Supply	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	369,644	354,600	366,420	366,420	330,960	366,420	358,380	373,581	361,530	373,612	369,241	357,330	369,458	357,540	375,689	375,751	339,752	376,154	1,073,607	1,063,800	1,091,657	4,358,932	4,316,558	4,388,018
Last Year	369,830	357,900	369,830	369,830	334,040	369,737	357,810	369,768	357,720	359,538	359,538	357,720	369,644	354,600	366,420	366,420	330,960	366,420	1,076,068	1,073,607	1,063,800	4,352,416	4,358,932	4,316,558
Percent Change	-0.1	-0.9	-0.9	-0.9	-0.9	-0.9	0.2	1.0	1.1	3.9	2.7	-0.1	-0.1	0.8	2.5	2.5	2.7	2.7	-0.2	-0.9	2.6	0.1	-1.0	1.7

Demand	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	261,628	244,048	208,736	259,812	281,505	328,551	282,993	254,093	215,499	196,226	199,955	221,864	258,867	252,173	210,222	260,228	282,297	333,401	880,247	869,868	875,926	2,935,336	2,922,095	2,967,818
Last Year	258,763	247,891	215,028	271,751	273,426	335,070	278,439	248,159	211,102	196,466	194,760	208,889	261,628	244,048	208,736	259,812	281,505	328,551	863,301	880,247	869,868	2,847,875	2,935,336	2,922,095
Percent Change	1.1	-1.6	-2.9	-4.4	3.0	-1.9	1.6	2.4	2.1	-0.1	2.7	6.2	-1.1	3.3	0.7	0.2	0.3	1.5	2.0	-1.2	0.7	3.1	-0.5	1.6

Revenue	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	48,396,623	44,096,020	33,518,501	57,849,767	68,881,357	88,779,344	60,619,819	42,690,914	25,911,412	21,710,274	21,235,565	35,518,922	49,379,070	48,797,869	36,570,640	58,500,458	72,844,281	95,951,516	220,549,086	215,510,468	227,296,255	529,800,432	538,061,925	569,730,740
Last Year	46,442,800	42,202,936	32,977,024	67,695,977	65,681,827	87,171,282	58,472,679	40,256,294	25,183,881	21,629,967	20,531,638	30,465,854	48,396,623	44,096,020	33,518,501	57,849,767	68,881,357	88,779,344	185,525,954	220,549,086	215,510,468	469,226,737	529,800,432	538,061,925
Percent Change	4.2	4.5	1.6	-14.5	4.9	1.8	3.7	6.0	2.9	0.4	3.4	16.6	2.0	10.7	9.1	1.1	5.8	8.1	18.9	-2.3	5.5	12.9	1.6	5.9

Census %	2015			2016												2017		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	57	57	57	57	57	57	58	58	58	58	57	57	57	57	58	58	58	58
Census Rooms	11924	11820	11820	11820	11820	11820	11946	12051	12051	12052	11911	11911	11918	11918	12119	12121	12134	12134
% Rooms Participants	98.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.9	100.0	100.0	100.0	100.0	100.0	100.0	99.8	99.8

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Source 2017 STR, Inc.

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Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of March 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015 J	F	M	A	M	J	J	A	S	O	N	D	2016 J	F	M	A	M	J	J	A	S	O	N	D	2017 J	F	M	A	M	J	J	A	S	O	N	D
11338	The Unbound Collection Royal Palms Resort & Spa	Phoenix, AZ	85018	Jul 2016	Jun 1948	119	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
61737	Courtyard Scottsdale Salt River	Scottsdale, AZ	85250	Apr 2012	Apr 2012	158		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
40	The Scottsdale Inn	Scottsdale, AZ	85250	Oct 2016	Dec 1970	215	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	●	●	●	●	●	●	●	●	●							○	●	●	●	●	●	●	●	●	●	●	●									
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
20969	Rodeway Inn Old Town Scottsdale	Scottsdale, AZ	85251	Nov 2015	Jun 1979	21	Y											●	●	●	●	●	●	●	●	●	●	●	●	○	○											
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
64656	Andaz Scottsdale Resort & Spa	Scottsdale, AZ	85253	Dec 2016	Dec 2016	201																								○	●	●	●									
31031	Closed - Hampton Inn Phoenix Scottsdale @ Shea Bouleva	Scottsdale, AZ	85253	Aug 2016	Jan 1995	0	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																		
33091	Homewood Suites Phoenix Scottsdale	Scottsdale, AZ	85253	Aug 1997	Aug 1997	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
16097	Residence Inn Scottsdale Paradise Valley	Scottsdale, AZ	85253	Jan 1991	Jan 1991	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
1288	The Scottsdale Plaza Resort	Scottsdale, AZ	85253	Mar 1990	Jun 1972	404		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
35018	Extended Stay America Phoenix Scottsdale	Scottsdale, AZ	85254	Feb 2013	Sep 1997	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
34909	Extended Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
43004	Westin Kierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
53188	Hilton Garden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
47255	Residence Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
61809	Hampton Inn Suites Scottsdale Riverwalk	Scottsdale, AZ	85256	Feb 2012	Feb 2012	101		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
1828	Magnuson Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
18805	Days Inn & Suites Scottsdale North	Scottsdale, AZ	85258	Dec 2012	Jun 1984	100	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
18806	Destination Hotels The Scottsdale Resort @ McCormick Ra	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Y	●	●	●	●	●			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
37574	Gainey Suites	Scottsdale, AZ	85258	Jan 1999	Jan 1999	162		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
32601	Holiday Inn Express Scottsdale North	Scottsdale, AZ	85258	Jan 2011	Jan 1996	122	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
24075	Courtyard Scottsdale @ Mayo Clinic	Scottsdale, AZ	85259	Jan 1989	Jan 1989	124		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9177	Best Western Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
32463	Country Inn & Suites Scottsdale	Scottsdale, AZ	85260	Dec 1995	Dec 1995	162		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
53075	Holiday Inn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 2014	Dec 2004	117		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
34261	La Quinta Inns & Suites Phoenix Scottsdale	Scottsdale, AZ	85260	Dec 1996	Dec 1996	140		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
39563	TownePlace Suites Scottsdale	Scottsdale, AZ	85260	Feb 2000	Feb 2000	130	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
53800	Wekopa Resort & Conference Center	Fort McDowell, AZ	85264	Oct 2014	Dec 2005	246		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○									
11283	Carefree Resort & Conference Center	Carefree, AZ	85377	Sep 1996	Jun 1963	207	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1985	160		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
			Total Properties:		59	12134																																					

○ - Monthly data received by STR

● - Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of March 2017

Currency: USD - US Dollar

Current Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Oct	35.8	35.4	0.0	71.2	211.32	238.15	75.77	224.60	75.64	84.33	0.02	159.99	-0.8	0.0	-17.0	-0.4	2.4	6.2	-41.8	4.4	1.6	6.2	-51.7	4.0
	Nov	38.6	32.0	0.1	70.6	215.93	220.47	84.01	217.87	83.25	70.53	0.06	153.84	-6.6	11.5	-1.1	0.8	6.7	5.5	-10.4	6.3	-0.4	17.6	-11.4	7.1
	Dec	39.5	18.3	0.2	58.0	199.70	183.94	86.83	194.38	78.88	33.67	0.15	112.70	-4.1	-1.9	0.0	-3.4	4.0	5.5	-6.0	4.4	-0.3	3.4	-6.1	0.8
2016	Jan	32.9	39.2	0.0	72.1	275.90	253.18	0.00	263.43	90.81	99.25	0.00	190.06	8.9	-13.4	-37.8	-4.5	-4.1	-13.5	-100.0	-9.3	4.5	-25.0	-100.0	-13.3
	Feb	39.3	47.1	0.0	86.4	304.47	283.44	84.67	292.93	119.64	133.51	0.03	253.18	-3.1	8.8	3.2	3.1	6.6	-0.9	-21.0	2.5	3.3	7.8	-18.4	5.6
	Mar	57.8	32.0	0.4	90.3	338.77	294.81	194.90	322.52	195.91	94.36	0.81	291.08	6.3	-12.8	269.8	-1.1	1.8	4.8	121.5	3.5	8.2	-8.6	719.1	2.4
	Apr	40.6	39.2	0.1	79.9	264.72	259.95	67.40	262.24	107.52	101.93	0.04	209.49	-9.2	7.6	-28.1	-1.7	3.0	3.6	-22.6	3.2	-6.5	11.5	-44.4	1.5
	May	40.4	28.8	0.1	69.2	196.74	210.95	73.15	202.56	79.43	60.73	0.04	140.20	0.1	-4.9	5.2	-2.1	5.6	5.6	-8.6	5.5	5.7	0.4	-3.9	3.3
	Jun	39.4	22.5	0.1	62.0	138.90	137.53	79.30	138.35	54.78	30.89	0.05	85.72	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.2
	Jul	39.3	15.5	0.0	54.8	132.20	115.70	78.96	127.49	51.90	17.98	0.03	69.91	-7.6	-7.3	0.6	-7.5	-0.1	3.5	2.8	0.8	-7.7	-4.1	3.5	-6.8
	Aug	40.4	14.9	0.0	55.4	124.69	107.34	84.22	119.98	50.38	16.03	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.7	7.4	0.0	-10.0	12.3	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.84	200.32	86.04	192.28	64.32	56.51	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.8	-7.6	11.1	6.0	32.8	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.24	232.98	71.02	230.57	78.82	81.54	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.0	-2.2	-6.3	2.7	4.2	-3.3	-24.9	0.2
	Nov	39.0	33.0	0.1	72.1	231.89	228.44	87.74	230.11	90.45	75.28	0.09	165.82	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.6	6.7	64.4	7.8
	Dec	40.8	16.8	0.2	57.7	219.28	184.73	79.03	208.81	89.37	30.95	0.14	120.46	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-4.1	2.4	0.0	-1.2	-13.6	6.9	0.0	-2.7
	Feb	41.3	43.1	0.6	84.9	315.65	300.33	89.43	306.41	130.30	129.41	0.49	260.21	5.1	-8.5	1573.1	-1.7	3.7	6.0	5.6	4.6	8.9	-3.1	1667.1	2.8
	Mar	54.1	35.0	0.8	89.9	363.52	315.39	85.51	342.39	196.74	110.24	0.67	307.65	-6.4	9.2	87.8	-0.4	7.3	7.0	-56.1	6.2	0.4	16.8	-17.6	5.7

Year To Date														Percent Change (%)											
2015	Mar	41.8	41.7	0.1	83.5	307.29	287.05	93.92	297.01	128.34	119.69	0.06	248.09	-1.3	8.1	-37.7	3.1	16.6	15.8	-15.7	16.0	15.0	25.2	-47.5	19.7
2016	Mar	43.5	39.2	0.2	82.8	312.74	276.21	173.92	295.18	135.98	108.23	0.29	244.49	4.1	-6.0	143.5	-0.8	1.8	-3.8	85.2	-0.6	6.0	-9.6	350.8	-1.5
2017	Mar	41.7	39.5	0.6	81.9	324.60	290.31	85.73	306.24	135.37	114.77	0.53	250.67	-4.1	0.9	274.2	-1.2	3.8	5.1	-50.7	3.7	-0.4	6.0	84.4	2.5

Running 12 Month														Percent Change (%)											
2015	Mar	39.8	29.6	0.1	69.5	208.13	220.15	114.39	213.15	82.93	65.14	0.08	148.15	3.1	4.2	-83.9	3.0	10.4	6.9	-7.7	9.1	13.8	11.5	-85.1	12.4
2016	Mar	40.9	28.9	0.1	69.9	215.70	222.16	126.14	218.26	88.28	64.28	0.11	152.67	2.7	-2.2	28.2	0.6	3.6	0.9	10.3	2.4	6.4	-1.3	41.4	3.0
2017	Mar	39.5	29.3	0.2	69.0	225.69	231.08	84.19	227.56	89.15	67.62	0.17	156.95	-3.5	1.1	132.8	-1.4	4.6	4.0	-33.3	4.3	1.0	5.2	55.4	2.8

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 5 - Seg Trend Raw Scottsdale AZ+

Currency: USD - US Dollar

City of Scottsdale, AZ

For the Month of March 2017

		This Year									Last Year								
		Supply	Demand				Revenue				Supply	Demand				Revenue			
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Oct	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975	211,513	76,289	74,923	80	151,292	15,741,636	16,796,634	10,407	32,548,677
	Nov	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268	204,690	84,538	58,719	136	143,393	17,107,053	12,273,930	12,751	29,393,734
	Dec	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803	211,513	87,150	39,471	367	126,988	16,732,790	6,884,550	33,910	23,651,250
2016	Jan	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
	Feb	187,460	73,658	88,302	62	162,022	22,426,808	25,028,671	5,232	47,460,711	191,044	77,451	82,711	61	160,223	22,131,621	23,663,539	6,534	45,801,694
	Mar	207,545	120,023	66,430	860	187,313	40,660,203	19,584,187	167,611	60,412,001	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,113	80,240	114	163,467	22,002,032	20,858,548	7,703	42,868,283	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
	May	214,706	86,687	61,811	111	148,609	17,054,638	13,038,999	8,120	30,101,757	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,381,521	6,418,162	10,309	17,809,992	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,307	33,361	73	117,741	11,145,575	3,859,972	5,764	15,011,311	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
	Aug	214,737	86,769	32,069	77	118,915	10,818,891	3,442,151	6,485	14,267,527	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,366,150	11,743,562	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,926,445	17,508,893	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
	Nov	207,810	81,058	68,480	215	149,753	18,796,509	15,643,712	18,864	34,459,085	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,190,762	6,646,847	30,346	25,867,955	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137
	Feb	194,376	80,242	83,753	1,072	165,067	25,328,151	25,153,775	95,866	50,577,792	187,460	73,658	88,302	62	162,022	22,426,808	25,028,671	5,232	47,460,711
	Mar	215,202	116,470	75,219	1,675	193,364	42,339,525	23,723,510	143,222	66,206,257	207,545	120,023	66,430	860	187,313	40,660,203	19,584,187	167,611	60,412,001
Year To Date																			
2015	Mar	614,070	256,470	256,043	416	512,929	78,809,404	73,497,986	39,071	152,346,461	616,320	260,912	237,620	670	499,202	68,786,672	58,910,257	74,647	127,771,576
2016	Mar	602,550	261,989	236,095	994	499,078	81,933,461	65,212,545	172,843	147,318,849	614,070	256,470	256,043	416	512,929	78,809,404	73,497,986	39,071	152,346,461
2017	Mar	624,377	260,388	246,840	3,853	511,081	84,520,908	71,661,124	330,311	156,512,343	602,550	261,989	236,095	994	499,078	81,933,461	65,212,545	172,843	147,318,849
Running 12 Month																			
2015	Mar	2,494,970	994,174	738,271	1,686	1,734,131	206,912,638	162,527,832	192,906	369,633,375	2,486,717	961,300	705,910	10,443	1,677,653	181,165,388	145,305,971	1,294,603	327,765,962
2016	Mar	2,450,427	1,002,887	709,013	2,123	1,714,023	216,323,919	157,514,233	267,810	374,105,962	2,494,970	994,174	738,271	1,686	1,734,131	206,912,638	162,527,832	192,906	369,633,375
2017	Mar	2,526,061	997,860	739,225	5,095	1,742,180	225,203,430	170,821,970	428,964	396,454,365	2,450,427	1,002,887	709,013	2,123	1,714,023	216,323,919	157,514,233	267,810	374,105,962

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Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of March 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015 J	2015 F	2015 M	2015 A	2015 M	2015 J	2015 J	2015 A	2015 S	2015 O	2015 N	2015 D	2016 J	2016 F	2016 M	2016 A	2016 M	2016 J	2016 J	2016 A	2016 S	2016 O	2016 N	2016 D	2017 J	2017 F	2017 M	2017 A	2017 M	2017 J	2017 J	2017 A	2017 S	2017 O	2017 N	2017 D
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	B	B	B	B	B	B	B	B	B								B	B	B	B	B	B	B	B	B	B									
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	s	s	s	s	s	s	s	s	s									
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Y	s	B	B	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	B	B	B	B	B	B	B	B									
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	s	s	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
35503	Springhill Suites Scottsdale North	Scottsdale, AZ	85255	Mar 1999	Feb 1998	121	Y	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s									
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
18806	Destination Hotels The Scottsdale Resort @ McCormick Ra	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Y	B	B	B	B	B	B			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s									
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1985	160		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
			Total Properties:		25	6942																																					

s - Montly Segmentation (Transient, Group, Contract) Only
r - Monthly Additional Revenue Only
B - Both Segmentation and Additional Revenue
Blank - No data received by STR

A blank row indicates insufficient data.

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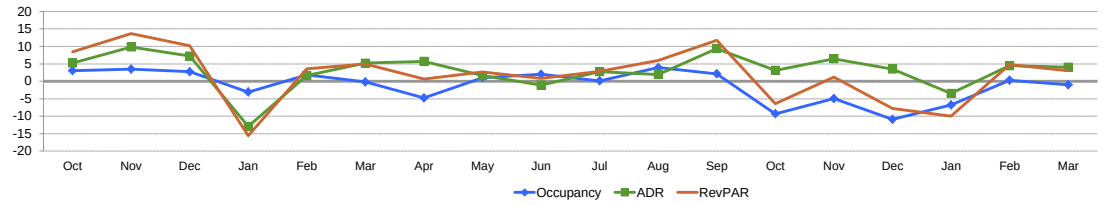
Tab 7 - Trend Scottsdale Downtown+

City of Scottsdale, AZ

For the Month of March 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change

Occupancy (%)	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	79.1	75.7	63.2	73.9	87.0	91.9	76.4	70.0	63.2	55.7	58.8	67.7	71.7	72.0	56.3	68.9	87.3	91.0	84.6	84.2	82.2	71.3	71.5	69.8
Last Year	76.7	73.2	61.5	76.3	85.4	92.1	80.2	69.3	62.0	55.6	56.6	66.3	79.1	75.7	63.2	73.9	87.0	91.9	83.1	84.6	84.2	69.7	71.3	71.5
Percent Change	3.0	3.5	2.7	-3.1	1.9	-0.2	-4.8	1.0	2.0	0.1	3.9	2.2	-9.3	-4.9	-10.9	-6.8	0.3	-1.0	1.7	-0.4	-2.3	2.2	0.3	-2.4

ADR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	146.32	145.42	127.54	185.09	199.98	235.98	171.57	134.31	101.48	94.49	93.25	131.29	150.93	154.83	132.02	178.67	208.90	245.54	212.02	209.01	214.13	146.44	150.20	155.57
Last Year	138.99	132.39	118.95	212.60	196.74	224.33	162.26	132.17	102.59	91.97	91.44	120.02	146.32	145.42	127.54	185.09	199.98	235.98	173.91	212.02	209.01	130.63	146.44	150.20
Percent Change	5.3	9.8	7.2	-12.9	1.6	5.2	5.7	1.6	-1.1	2.7	2.0	9.4	3.2	6.5	3.5	-3.5	4.5	4.0	21.9	-1.4	2.5	12.1	2.6	3.6

RevPAR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	115.72	110.11	80.57	136.87	173.97	216.81	130.99	94.07	64.17	52.63	54.82	88.87	108.26	111.47	74.33	123.18	182.31	223.36	179.27	175.95	176.08	104.35	107.35	108.55
Last Year	106.67	96.87	73.15	162.17	168.01	206.53	130.09	91.61	63.61	51.15	51.72	79.52	115.72	110.11	80.57	136.87	173.97	216.81	144.56	179.27	175.95	91.06	104.35	107.35
Percent Change	8.5	13.7	10.1	-15.6	3.6	5.0	0.7	2.7	0.9	2.9	6.0	11.8	-6.4	1.2	-7.7	-10.0	4.8	3.0	24.0	-1.9	0.1	14.6	2.9	1.1

Supply	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	79,174	72,870	75,299	75,299	68,012	75,299	76,650	79,205	76,650	79,205	79,205	76,650	79,205	76,650	79,205	79,205	71,540	79,205	229,770	218,610	229,950	931,845	913,305	932,575
Last Year	79,143	76,590	79,143	79,143	71,484	79,143	76,590	79,174	76,620	79,174	79,174	76,620	79,174	72,870	75,299	75,299	68,012	75,299	229,770	229,770	218,610	919,042	931,845	913,305
Percent Change	0.0	-4.9	-4.9	-4.9	-4.9	-4.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.2	5.2	5.2	5.2	5.2	0.0	-4.9	5.2	1.4	-2.0	2.1

Demand	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	62,613	55,178	47,567	55,682	59,168	69,183	58,524	55,473	48,470	44,117	46,561	51,886	56,810	55,186	44,594	54,603	62,431	72,052	194,279	184,033	189,086	664,044	652,770	650,707
Last Year	60,738	56,041	48,672	60,372	61,042	72,865	61,404	54,878	47,506	44,038	44,786	50,767	62,613	55,178	47,567	55,682	59,168	69,183	190,991	194,279	184,033	640,629	664,044	652,770
Percent Change	3.1	-1.5	-2.3	-7.8	-3.1	-5.1	-4.7	1.1	2.0	0.2	4.0	2.2	-9.3	0.0	-6.3	-1.9	5.5	4.1	1.7	-5.3	2.7	3.7	-1.7	-0.3

Revenue	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	9,161,641	8,024,070	6,066,668	10,306,080	11,832,154	16,325,862	10,040,738	7,450,547	4,918,554	4,168,615	4,341,709	6,812,097	8,574,520	8,544,398	5,887,215	9,756,176	13,042,137	17,691,440	41,190,309	38,464,096	40,489,753	97,241,540	98,045,299	101,228,146
Last Year	8,442,266	7,419,313	5,789,411	12,834,858	12,009,670	16,345,781	9,963,573	7,253,139	4,873,713	4,050,072	4,095,160	6,093,167	9,161,641	8,024,070	6,066,668	10,306,080	11,832,154	16,325,862	33,215,126	41,190,309	38,464,096	83,686,777	97,241,540	98,045,299
Percent Change	8.5	8.2	4.8	-19.7	-1.5	-0.1	0.8	2.7	0.9	2.9	6.0	11.8	-6.4	6.5	-3.0	-5.3	10.2	8.4	24.0	-6.6	5.3	16.2	0.8	3.2

Census %	2015			2016												2017		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	17	16	16	16	16	16	17	17	17	17	17	17	17	17	17	17	17	17
Census Rooms	2554	2429	2429	2429	2429	2429	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555
% Rooms Participants	95.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ

For the Month of March 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015 J	F	M	A	M	J	J	A	S	O	N	D	2016 J	F	M	A	M	J	J	A	S	O	N	D	2017 J	F	M	A	M	J	J	A	S	O	N	D
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	●	●	●	●	●	●	●	●	●							○	●	●	●	●	●	●	●	●	●	●	●									
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
1828	Magnuson Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
			Total Properties:		17	2555																																					

○ - Monthly data received by STR

● - Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

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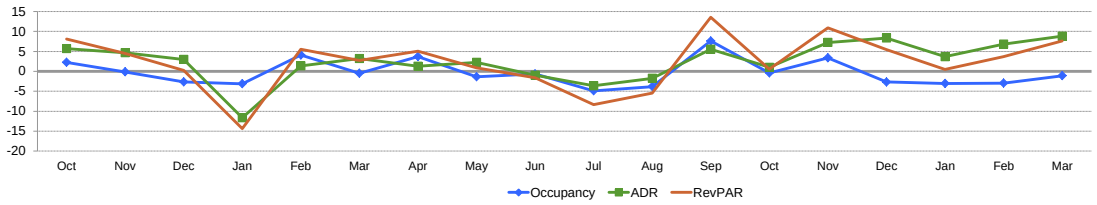
Tab 9 - Trend Scottsdale Middle+

City of Scottsdale, AZ

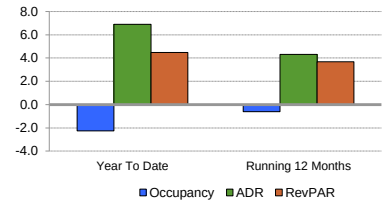
For the Month of March 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	67.9	66.7	54.7	70.3	85.1	90.2	79.7	66.7	56.9	49.0	49.6	58.1	67.6	68.9	53.3	68.1	82.6	89.2	81.6	81.8	79.9	65.1	66.2	65.8
Last Year	66.4	66.8	56.2	72.5	81.8	90.7	76.9	67.6	57.3	51.5	51.6	54.0	67.9	66.7	54.7	70.3	85.1	90.2	79.2	81.6	81.8	63.1	65.1	66.2
Percent Change	2.2	-0.1	-2.7	-3.1	4.1	-0.5	3.7	-1.4	-0.7	-4.9	-3.8	7.6	-0.4	3.4	-2.7	-3.0	-3.0	-1.1	3.1	0.1	-2.3	3.2	1.6	-0.6

ADR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	179.81	176.00	159.44	213.23	237.18	259.80	206.02	160.70	115.79	107.46	103.35	153.32	181.60	188.77	172.76	221.02	253.35	282.66	243.00	238.69	255.14	177.10	180.50	188.26
Last Year	170.12	168.17	154.79	241.28	233.94	251.75	203.40	157.13	116.91	111.50	105.17	145.24	179.81	176.00	159.44	213.23	237.18	259.80	210.64	243.00	238.69	162.09	177.10	180.50
Percent Change	5.7	4.7	3.0	-11.6	1.4	3.2	1.3	2.3	-1.0	-3.6	-1.7	5.6	1.0	7.3	8.4	3.7	6.8	8.8	15.4	-1.8	6.9	9.3	1.9	4.3

RevPAR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	122.11	117.37	87.26	149.84	201.88	234.35	164.29	107.19	65.90	52.68	51.30	89.08	122.84	130.15	92.01	150.59	209.27	252.16	198.39	195.14	203.87	115.35	119.40	123.79
Last Year	113.00	112.29	87.02	174.97	191.30	228.22	156.44	106.25	67.00	57.46	54.28	78.43	122.11	117.37	87.26	149.84	201.88	234.35	166.85	198.39	195.14	102.26	115.35	119.40
Percent Change	8.1	4.5	0.3	-14.4	5.5	2.7	5.0	0.9	-1.6	-8.3	-5.5	13.6	0.6	10.9	5.4	0.5	3.7	7.6	18.9	-1.6	4.5	12.8	3.5	3.7

Supply	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	206,398	199,740	206,398	206,398	186,424	206,398	199,740	206,522	199,860	206,553	202,523	195,990	202,740	196,200	208,971	209,033	189,168	209,436	599,757	599,220	607,637	2,437,207	2,410,202	2,426,736
Last Year	206,615	199,950	206,615	206,615	186,620	206,522	199,860	206,522	199,740	196,292	196,292	199,740	206,398	199,740	206,398	206,398	186,424	206,398	602,100	599,757	599,220	2,441,850	2,437,207	2,410,202
Percent Change	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.1	5.2	3.2	-1.9	-1.8	-1.8	1.2	1.3	1.5	1.5	-0.4	-0.1	1.4	-0.2	-1.1	0.7

Demand	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	140,174	133,203	112,956	145,035	158,676	186,181	159,286	137,747	113,756	101,257	100,538	113,869	137,134	135,275	111,296	142,426	156,254	186,836	489,653	489,892	485,516	1,587,408	1,594,374	1,595,674
Last Year	137,235	133,516	116,156	149,828	152,604	187,221	153,719	139,643	114,465	101,157	101,307	107,858	140,174	133,203	112,956	145,035	158,676	186,181	476,930	489,653	489,892	1,540,551	1,587,408	1,594,374
Percent Change	2.1	-0.2	-2.8	-3.2	4.0	-0.6	3.6	-1.4	-0.6	0.1	-0.8	5.6	-2.2	1.6	-1.5	-1.8	-1.5	0.4	2.7	0.0	-0.9	3.0	0.4	0.1

Revenue	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	25,204,227	23,444,194	18,009,260	30,926,272	37,635,252	48,369,498	32,815,408	22,136,218	13,171,735	10,881,173	10,390,192	17,458,762	24,903,940	25,535,241	19,227,119	31,478,765	39,586,723	52,810,458	118,983,600	116,931,022	123,875,946	281,123,172	287,779,267	300,395,734
Last Year	23,346,662	22,453,211	17,979,618	36,151,213	35,699,818	47,132,569	31,265,946	21,942,720	13,382,331	11,279,236	10,654,540	15,665,791	25,204,227	23,444,194	18,009,260	30,926,272	37,635,252	48,369,498	100,459,314	118,983,600	116,931,022	249,708,124	281,123,172	287,779,267
Percent Change	8.0	4.4	0.2	-14.5	5.4	2.6	5.0	0.9	-1.6	-3.5	-2.5	11.4	-1.2	8.9	6.8	1.8	5.2	9.2	18.4	-1.7	5.9	12.6	2.4	4.4

Census %	2015			2016												2017		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	30	30	30	30	30	30	30	30	30	30	29	29	29	29	30	30	30	30
Census Rooms	6658	6658	6658	6658	6658	6658	6658	6662	6662	6663	6533	6533	6540	6540	6741	6743	6756	6756
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Tab 10 - Response Scottsdale Middle+

City of Scottsdale, AZ

For the Month of March 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015 J	F	M	A	M	J	J	A	S	O	N	D	2016 J	F	M	A	M	J	J	A	S	O	N	D	2017 J	F	M	A	M	J	J	A	S	O	N	D
11338	The Unbound Collection Royal Palms Resort & Spa	Phoenix, AZ	85018	Jul 2016	Jun 1948	119	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
61737	Courtyard Scottsdale Salt River	Scottsdale, AZ	85250	Apr 2012	Apr 2012	158		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
40	The Scottsdale Inn	Scottsdale, AZ	85250	Oct 2016	Dec 1970	215	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
64656	Andaz Scottsdale Resort & Spa	Scottsdale, AZ	85253	Dec 2016	Dec 2016	201																									○	●	●	●									
31031	Closed - Hampton Inn Phoenix Scottsdale @ Shea Bouleva	Scottsdale, AZ	85253	Aug 2016	Jan 1995	0	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																		
33091	Homewood Suites Phoenix Scottsdale	Scottsdale, AZ	85253	Aug 1997	Aug 1997	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
16097	Residence Inn Scottsdale Paradise Valley	Scottsdale, AZ	85253	Jan 1991	Jan 1991	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
1288	The Scottsdale Plaza Resort	Scottsdale, AZ	85253	Mar 1990	Jun 1972	404		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
35018	Extended Stay America Phoenix Scottsdale	Scottsdale, AZ	85254	Feb 2013	Sep 1997	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
61809	Hampton Inn Suites Scottsdale Riverwalk	Scottsdale, AZ	85256	Feb 2012	Feb 2012	101		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
18805	Days Inn & Suites Scottsdale North	Scottsdale, AZ	85258	Dec 2012	Jun 1984	100	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
18806	Destination Hotels The Scottsdale Resort @ McCormick Ra	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Y	●	●	●	●	●	●			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
37574	Gainey Suites	Scottsdale, AZ	85258	Jan 1999	Jan 1999	162		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
32601	Holiday Inn Express Scottsdale North	Scottsdale, AZ	85258	Jan 2011	Jan 1996	122	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
24075	Courtyard Scottsdale @ Mayo Clinic	Scottsdale, AZ	85259	Jan 1989	Jan 1989	124		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
32463	Country Inn & Suites Scottsdale	Scottsdale, AZ	85260	Dec 1995	Dec 1995	162		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
34261	La Quinta Inns & Suites Phoenix Scottsdale	Scottsdale, AZ	85260	Dec 1996	Dec 1996	140		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
39563	TownePlace Suites Scottsdale	Scottsdale, AZ	85260	Feb 2000	Feb 2000	130	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
53800	Wekopa Resort & Conference Center	Fort McDowell, AZ	85264	Oct 2014	Dec 2005	246		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○									
			Total Properties:		31	6756																																					

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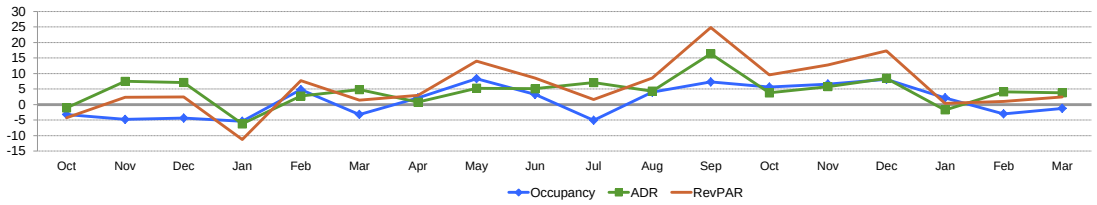
Tab 11 - Trend Scottsdale North+

City of Scottsdale, AZ

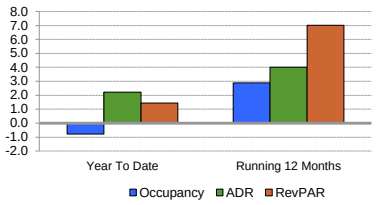
For the Month of March 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	70.0	68.2	57.4	69.9	83.1	86.7	78.8	68.5	61.7	56.9	59.3	65.3	73.9	72.7	62.1	71.5	80.6	85.6	80.9	79.8	79.2	68.9	67.7	69.6
Last Year	72.3	71.7	60.1	73.9	79.2	89.5	77.2	63.2	59.8	59.9	57.0	60.9	70.0	68.2	57.4	69.9	83.1	86.7	79.9	80.9	79.8	66.9	68.9	67.7
Percent Change	-3.2	-4.8	-4.4	-5.4	4.8	-3.2	2.1	8.3	3.2	-5.1	4.0	7.3	5.6	6.6	8.1	2.2	-3.0	-1.2	1.3	-1.4	-0.8	3.1	-1.8	2.9

ADR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	230.45	219.91	189.48	273.40	297.41	319.81	266.94	211.64	145.00	129.70	122.02	197.49	239.10	232.66	205.56	268.72	309.60	331.95	296.11	298.54	305.21	214.81	219.76	228.56
Last Year	232.92	204.63	176.91	291.56	289.50	305.15	264.85	201.07	137.98	121.11	116.95	169.73	230.45	219.91	189.48	273.40	297.41	319.81	257.27	296.11	298.54	198.09	214.81	219.76
Percent Change	-1.1	7.5	7.1	-6.2	2.7	4.8	0.8	5.3	5.1	7.1	4.3	16.4	3.8	5.8	8.5	-1.7	4.1	3.8	15.1	0.8	2.2	8.4	2.3	4.0

RevPAR	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	161.27	150.06	108.85	191.21	247.02	277.14	210.41	144.89	89.49	73.77	72.32	129.03	176.75	169.23	127.64	192.03	249.42	284.12	239.69	238.17	241.60	148.06	148.70	159.12
Last Year	168.33	146.65	106.27	215.52	229.42	273.13	204.42	127.09	82.48	72.56	66.65	103.37	161.27	150.06	108.85	191.21	247.02	277.14	205.54	239.69	238.17	132.43	148.06	148.70
Percent Change	-4.2	2.3	2.4	-11.3	7.7	1.5	2.9	14.0	8.5	1.7	8.5	24.8	9.6	12.8	17.3	0.4	1.0	2.5	16.6	-0.6	1.4	11.8	0.4	7.0

Supply	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	87,854	85,020	87,854	87,854	79,352	87,854	85,020	90,985	88,050	90,985	90,644	87,720	90,644	87,720	90,644	90,644	81,872	90,644	255,060	255,060	263,160	1,034,410	1,034,410	1,065,572
Last Year	87,854	85,020	87,854	87,854	79,352	87,854	85,020	87,854	85,020	87,854	87,854	85,020	87,854	85,020	87,854	87,854	79,352	87,854	255,178	255,060	255,060	1,036,054	1,034,410	1,034,410
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	3.6	3.6	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	0.0	0.0	3.2	-0.2	0.0	3.0

Demand	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	61,481	58,017	50,471	61,443	65,907	76,134	67,016	62,289	54,340	51,751	53,720	57,312	67,006	63,806	56,285	64,774	65,959	77,583	206,460	203,484	208,316	712,969	699,909	741,841
Last Year	63,493	60,932	52,772	64,942	62,882	78,636	65,621	55,528	50,822	52,634	50,070	51,781	61,481	58,017	50,471	61,443	65,907	76,134	203,863	206,460	203,484	692,642	712,969	699,909
Percent Change	-3.2	-4.8	-4.4	-5.4	4.8	-3.2	2.1	12.2	6.9	-1.7	7.3	10.7	9.0	10.0	11.5	5.4	0.1	1.9	1.3	-1.4	2.4	2.9	-1.8	6.0

Revenue	2015			2016												2017			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2015	2016	2017	2015	2016	2017
This Year	14,168,256	12,758,242	9,563,175	16,798,651	19,601,513	24,348,259	17,888,917	13,183,094	7,879,486	6,711,908	6,555,126	11,318,318	16,021,320	14,845,082	11,569,904	17,406,073	20,420,779	25,753,492	61,134,755	60,748,423	63,580,344	153,152,753	153,814,158	169,553,499
Last Year	14,788,693	12,468,362	9,335,901	18,934,308	18,204,570	23,995,877	17,379,955	11,165,113	7,012,179	6,374,663	5,855,554	8,788,598	14,168,256	12,758,242	9,563,175	16,798,651	19,601,513	24,348,259	52,448,702	61,134,755	60,748,423	137,202,446	153,152,753	153,814,158
Percent Change	-4.2	2.3	2.4	-11.3	7.7	1.5	2.9	18.1	12.4	5.3	11.9	28.8	13.1	16.4	21.0	3.6	4.2	5.8	16.6	-0.6	4.7	11.6	0.4	10.2

Census %	2015			2016												2017		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
Census Rooms	2834	2834	2834	2834	2834	2834	2834	2935	2935	2935	2924	2924	2924	2924	2924	2924	2924	2924
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 12 - Response Scottsdale North+

City of Scottsdale, AZ

For the Month of March 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015 J	F	M	A	M	J	J	A	S	O	N	D	2016 J	F	M	A	M	J	J	A	S	O	N	D	2017 J	F	M	A	M	J	J	A	S	O	N	D
34909	Extended Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
43004	Westin Kierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
53188	Hilton Garden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
47255	Residence Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
9177	Best Western Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
53075	Holiday Inn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 2014	Dec 2004	117		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
11283	Carefree Resort & Conference Center	Carefree, AZ	85377	Sep 1996	Jun 1963	207	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1985	160		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●									
			Total Properties:		11	2924																																					

○ - Monthly data received by STR
● - Monthly and daily data received by STR
Blank - No data received by STR
Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 13 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)
Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)
The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Contract Rooms
Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.
Rooms sold under such allotments should be classified as transient.

Country
A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments
Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)
The number of rooms sold or rented (excludes complimentary 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.

Group Rooms
Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index
Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market
A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)
Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change
Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). 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.

Sample or % Room Participants
The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)* "100"

Sub-Market
A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)
The number of rooms times the number of days in the period.

Transient Rooms
Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average