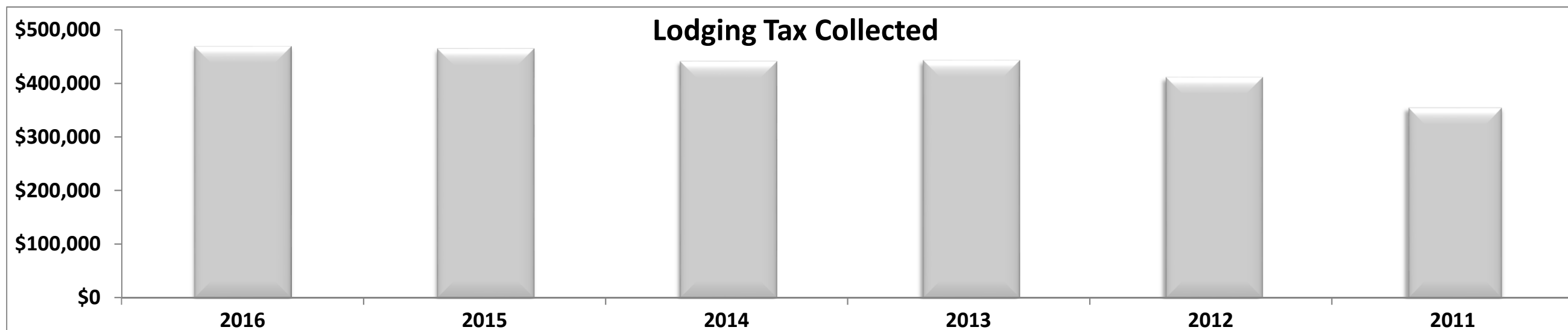


Hotel Barometer



5-Year Trend

| Edmond, OK | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 5-Year % Change |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| Gross Receipts | \$12,832,501 | \$12,963,126 | \$12,329,300 | \$12,462,280 | \$11,546,909 | \$10,100,692 | 27.05% |
| Total Exemptions | \$925,033 | \$1,184,891 | \$1,101,533 | \$1,196,740 | \$1,009,311 | \$1,162,167 | -20.40% |
| Net Receipts/Total Room Revenue | \$11,907,467 | \$11,778,229 | \$11,227,762 | \$11,265,534 | \$10,492,237 | \$9,067,163 | 31.33% |
| Lodging Tax Collected * | \$468,116 | \$464,063 | \$440,615 | \$442,249 | \$411,094 | \$354,271 | 32.13% |
| Number of Room Nights Sold | 168,286 | 171,240 | 162,625 | 176,141 | 170,414 | 163,572 | 2.88% |
| Number of Room Nights Available | 303,793 | 272,115 | 259,150 | 259,150 | 266,390 | 273,750 | 10.97% |
| Occupancy Rate (%) ** | 55.39% | 62.93% | 62.75% | 67.97% | 63.97% | 59.75% | -7.29% |
| Average Daily Rate (ADR) *** | \$70.76 | \$68.78 | \$69.04 | \$63.96 | \$61.57 | \$55.43 | 27.65% |
| Revenue Per Available Room (RevPAR) | \$39.20 | \$43.28 | \$43.33 | \$43.47 | \$39.39 | \$33.12 | 18.34% |



*Lodging Tax Collections are based on a 4% Lodging Tax Rate. **Occupancy Rate is the ratio of Room Nights Sold to Room Nights Available. ***Average Daily Rate is the ratio of Total Room Revenue to Room Nights Sold.