

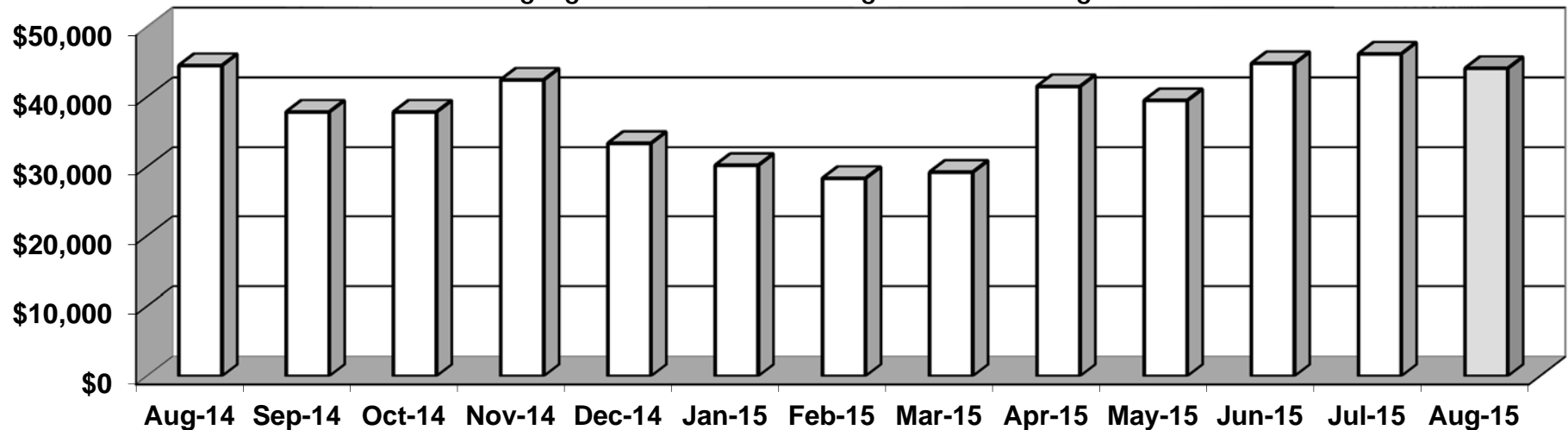
Hotel Barometer



August 2015

Edmond, OK	August 2015	August 2014	2015 YTD	2014 YTD	YTD % Change
Gross Receipts	\$1,213,801	\$1,213,449	\$8,522,841	\$8,137,196	4.74%
Total Exemptions	\$95,077	\$89,450	\$799,038	\$771,680	3.55%
Net Receipts/Total Room Revenue	\$1,118,723	\$1,123,999	\$7,723,797	\$7,365,513	4.86%
Lodging Tax Collected *	\$44,099	\$44,511	\$303,845	\$289,104	5.10%
Number of Room Nights Sold	15,816	13,910	117,865	108,818	8.31%
Number of Room Nights Available	23,157	22,010	178,191	172,530	3.28%
Occupancy Rate (%) **	68.30%	63.20%	66.15%	63.07%	4.87%
Average Daily Rate (ADR) ***	\$70.73	\$80.81	\$65.53	\$67.69	-3.18%
Revenue Per Available Room (RevPAR)	\$48.31	\$51.07	\$43.35	\$42.69	1.53%

Lodging Tax Collected: August 2014 - August 2015



*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.