

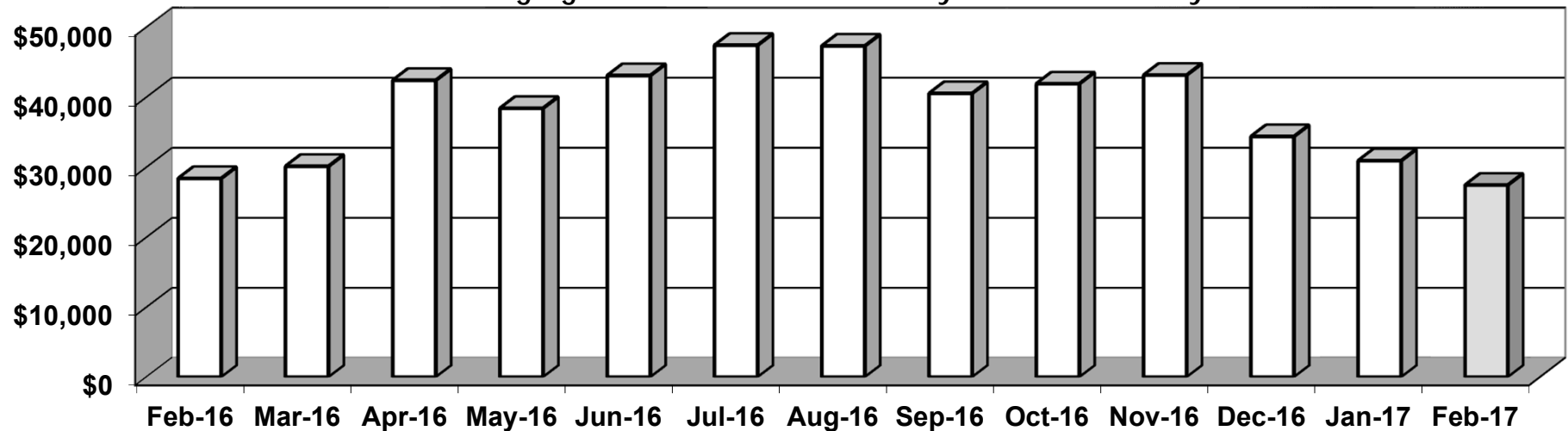
Hotel Barometer



February 2017

Edmond, OK	February 2017	February 2016	2017 YTD	2016 YTD	YTD % Change
Gross Receipts	\$775,432	\$817,314	\$1,631,275	\$1,659,707	-1.71%
Total Exemptions	\$74,942	\$95,544	\$141,818	\$153,771	-7.77%
Net Receipts/Total Room Revenue	\$700,490	\$721,770	\$1,489,457	\$1,505,935	-1.09%
Lodging Tax Collected *	\$27,469	\$28,415	\$58,414	\$59,233	-1.38%
Number of Room Nights Sold	12,196	11,430	23,782	22,422	6.07%
Number of Room Nights Available	23,212	23,436	48,911	49,383	-0.96%
Occupancy Rate (%) **	52.54%	48.77%	48.62%	45.40%	7.09%
Average Daily Rate (ADR) ***	\$57.44	\$63.15	\$62.63	\$67.16	-6.75%
Revenue Per Available Room (RevPAR)	\$30.18	\$30.80	\$30.45	\$30.50	-0.14%

Lodging Tax Collected: February 2016 - February 2017



*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.