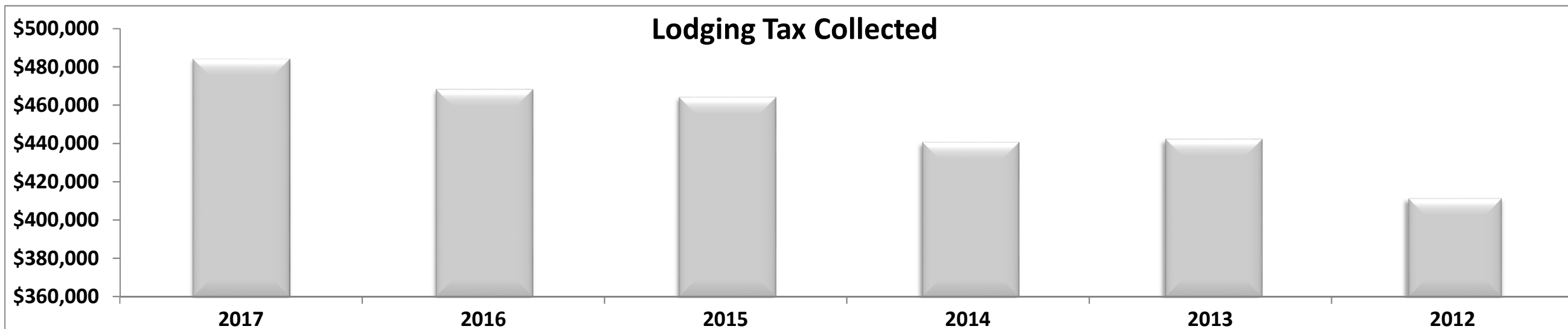


# Hotel Barometer



# 5-Year Trend

Edmond, OK	2017	2016	2015	2014	2013	2012	5-Year % Change
Gross Receipts	\$13,635,097	\$12,832,501	\$12,963,126	\$12,329,300	\$12,462,280	\$11,546,909	18.08%
Total Exemptions	\$1,294,407	\$925,033	\$1,184,891	\$1,101,533	\$1,196,740	\$1,009,311	28.25%
Net Receipts/Total Room Revenue	\$12,340,690	\$11,907,467	\$11,778,229	\$11,227,762	\$11,265,534	\$10,492,237	17.62%
Lodging Tax Collected *	\$484,014	\$468,116	\$464,063	\$440,615	\$442,249	\$411,094	17.74%
Number of Room Nights Sold	188,395	168,286	171,240	162,625	176,141	170,414	10.55%
Number of Room Nights Available	302,585	303,793	272,115	259,150	259,150	266,390	13.59%
Occupancy Rate (%) **	62.26%	55.39%	62.93%	62.75%	67.97%	63.97%	-2.67%
Average Daily Rate (ADR) ***	\$65.50	\$70.76	\$68.78	\$69.04	\$63.96	\$61.57	6.39%
Revenue Per Available Room (RevPAR)	\$40.78	\$39.20	\$43.28	\$43.33	\$43.47	\$39.39	3.55%



\*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.