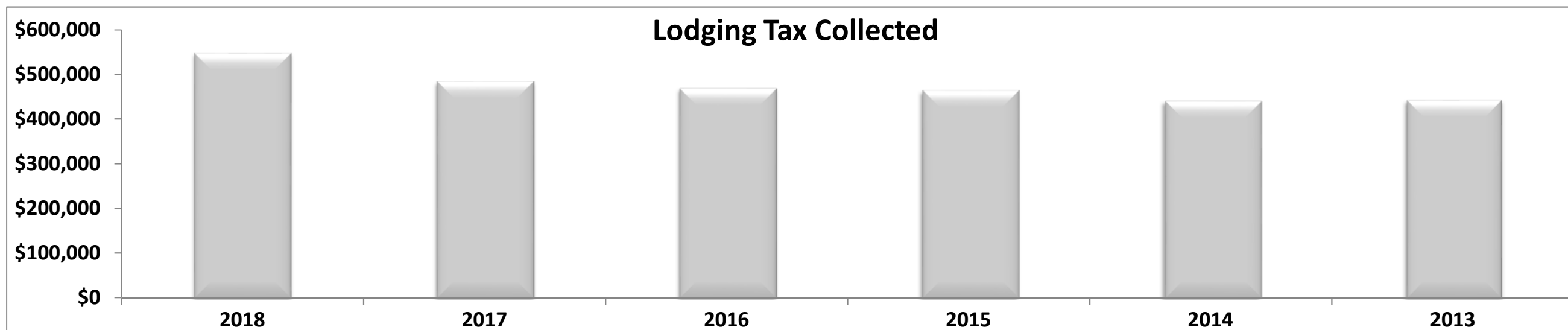


Hotel Barometer



5-Year Trend

Edmond, OK	2018	2017	2016	2015	2014	2013	5-Year % Change
Gross Receipts	\$15,411,167	\$13,635,097	\$12,832,501	\$12,963,126	\$12,329,300	\$12,462,280	23.66%
Total Exemptions	\$1,460,560	\$1,294,407	\$925,033	\$1,184,891	\$1,101,533	\$1,196,740	22.04%
Net Receipts/Total Room Revenue	\$13,950,607	\$12,340,690	\$11,907,467	\$11,778,229	\$11,227,762	\$11,265,534	23.83%
Lodging Tax Collected *	\$546,984	\$484,014	\$468,116	\$464,063	\$440,615	\$442,249	23.68%
Number of Room Nights Sold	206,585	188,395	168,286	171,240	162,625	176,141	17.28%
Number of Room Nights Available	355,357	302,585	303,793	272,115	259,150	259,150	37.12%
Occupancy Rate (%) **	58.13%	62.26%	55.39%	62.93%	62.75%	67.97%	-14.47%
Average Daily Rate (ADR) ***	\$67.53	\$65.50	\$70.76	\$68.78	\$69.04	\$63.96	5.59%
Revenue Per Available Room (RevPAR)	\$39.26	\$40.78	\$39.20	\$43.28	\$43.33	\$43.47	-9.69%



*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.