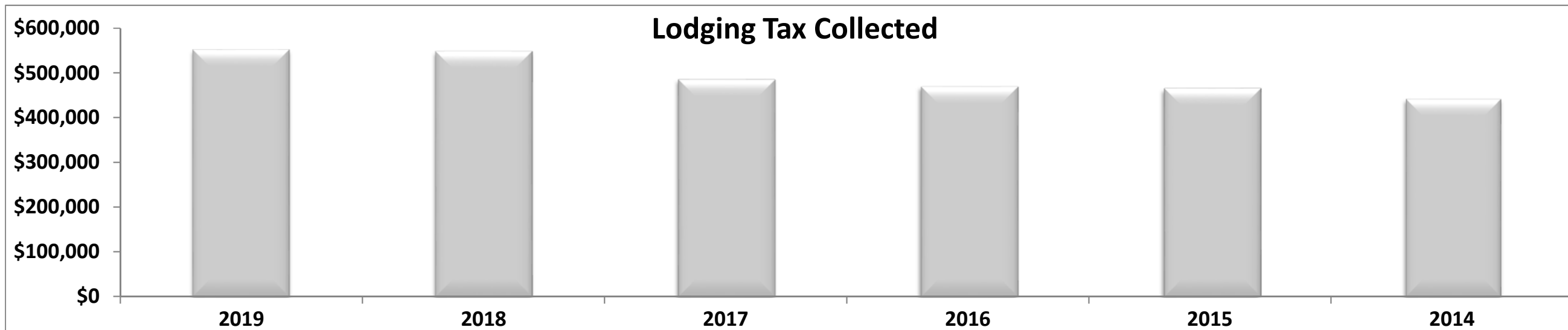


Hotel Barometer



5-Year Trend

Edmond, OK	2019	2018	2017	2016	2015	2014	5-Year % Change
Gross Receipts	\$15,723,952	\$15,411,167	\$13,635,097	\$12,832,501	\$12,963,126	\$12,329,300	27.53%
Total Exemptions	\$1,717,730	\$1,460,560	\$1,294,407	\$925,033	\$1,184,891	\$1,101,533	55.94%
Net Receipts/Total Room Revenue	\$14,006,221	\$13,950,607	\$12,340,690	\$11,907,467	\$11,778,229	\$11,227,762	24.75%
Lodging Tax Collected *	\$550,705	\$546,984	\$484,014	\$468,116	\$464,063	\$440,615	24.99%
Number of Room Nights Sold	209,153	206,585	188,395	168,286	171,240	162,625	28.61%
Number of Room Nights Available	360,255	355,357	302,585	303,793	272,115	259,150	39.01%
Occupancy Rate (%) **	58.06%	58.13%	62.26%	55.39%	62.93%	62.75%	-7.48%
Average Daily Rate (ADR) ***	\$66.97	\$67.53	\$65.50	\$70.76	\$68.78	\$69.04	-3.00%
Revenue Per Available Room (RevPAR)	\$38.88	\$39.26	\$40.78	\$39.20	\$43.28	\$43.33	-10.26%



*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.